

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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NEW YORK, MARCH 5, 1921

No. 10

Drifting quietly into the little stream, the canoe approached the thickly wooded shore. And there, suddenly, as if from nowhere, appeared the figure of a beautiful girl. What was she doing in the deep woods? Was it fear, surprise, or appeal that made her expression so irresistible? Every man would do what Stephen Warren did—he went ashore to find out. And you will read with quickening pulse the story of a romantic adventure that swept him into the web of a sinister intrigue. The mystery of the Martels encompassed these deep woods and once having stepped into them he needed every ounce of pluck and wit to win freedom for himself and the girl he loved. An outdoor tale of mystery, love and adventure that holds you to the very last page.

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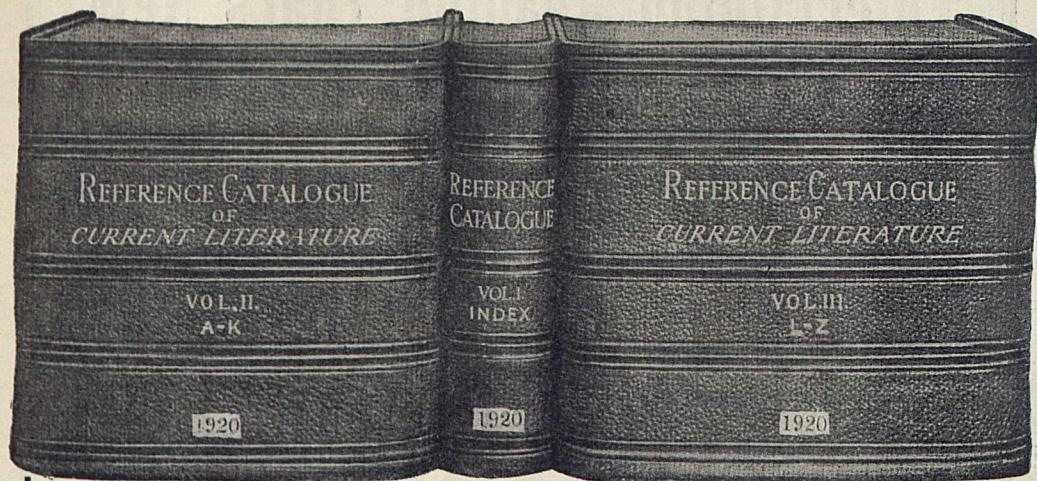
NEW YORK

Publishers

LONDON



Just Received



This important bibliography of British publications, after numerous delays, has just arrived.

It is the English equivalent of the "Publishers Trade List Annual" and with its Index Volume is an indispensable tool for every publisher, bookseller and librarian in obtaining information about books-in-print, with their prices, in the English market.

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The Publishers' Weekly

March 5th, 1921

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TO THE TRADE

GENTLEMEN:

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"GETS THE REAL TANG OF THE WEST IN HIS YARNS"

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that have come in to us. Old Man Stegg is just out and you
can see he's made friends from the start.

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DE MORGAN
MARCH 17th !

PUBLISHED BY
HENRY HOLT & COMPANY
19 WEST 44th ST.,
NEW YORK

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

March 5, 1921

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

Business Barometers

IF the facts and figures gathered by banks and Chambers of Commerce as to the general trend of American business are used by the retailer in helping to give proper direction to his selling efforts, they are an invaluable guide. If such figures, however, give to the retailer a feeling that there is flood and ebb to business so great in its proportions that he himself has no control over the situation, the figures will become a misfortune rather than a help.

In the book business the average consumption is so low that the aggressive dealer can easily expect to continue to make his business grow by steady work without being continually watching for the rise and fall of the national barometers.

The present year will be a very real test of this attitude on the part of the bookseller. The country has gone thru a severe readjustment. Business is in a puzzling condition, and, while it has now steadied, there is no reason to suppose it will immediately surge back to the condition of nine months ago, but the year is to produce and is already producing books of decided value and selling possibilities, and good merchandising is producing results.

A good example of what can be done is shown in a report recently received from the Stewart & Kidd Bookstore. The retail department decided that it could better its March totals by making a concentrated drive on the Lansing book which comes out the last of the month. It has done this by the use of the telephone, ringing up customer after customer with a carefully prepared story about the importance of the book. Already the store has increased its order on this book from one hundred to three hundred copies and is hoping to make it five hundred. This same telephone method is an old, well-known way of increasing business and can be applied to any book whose importance is obvious.

Book Department Service

WRITING for the *Retail Public Ledger* on "The Problems of Adjusting Department Expense," Paul Findlay says of the grocery department, "Groceries in most department stores fail to pay direct revenue and are regarded as drawing cards to be accorded a liberal concession on their actual expenses, which concession is distributed over profitable departments in a manner determined by a study of the benefit derived by each of them. The grocery department keeps the store in the mind of the public three hundred days in the year, a decidedly desirable thing in the plans of a store manager, while purchases of clothing, crockery or furniture are usually not more than semi-annual occasions. The grocery department, too, gives the impression that the store is prepared to give a full and complete service to the most common needs of a community."

In another direction the managements of the best stores are endeavoring to give the impression that their place of business is a public institution of solid importance as well as a place for mere buying and selling. For this reason provision is made for exhibits, often for group meetings, and for public drives whose purpose have a sound place in the community's interest. For this same reason the book department is taking on an increased importance as a service department. The stores that have book departments are usually the most substantial and best established in the community, and the managers appreciate that intelligent service on books is a genuine benefit to their clients and that books are really an extensive university, taking their place in line with the most respected institutions in the city: the school and the library.

Some stores are giving even further emphasis to the service importance of their book department by placing near it the other departments the information desk, "Ask Mr. Foster," telegraph and post office. Such a conjunction of departments seems a natural one to the public, which instinctively connects these service interests together and credits the store with a fine public effort.

A SECOND-HAND book-shop in New York has used the sign "Empty Your Purse Into Your Head."

Invaluable Trade Tool

AFTER an eight years' interval, the Whitaker's English "Reference Catalog of Books in Print" is again available. This set is too well known among the older booksellers and libraries to need description, but many bookstores that have developed in recent years, or whose business with England has been increasing, may need to understand its plan and value.

In this country the "Trade List Annual," or collection of all publishers' catalogs, is made annually, so that each year the bookseller or library has for reference the complete set of up-to-date catalogs with prices. These catalogs are not indexed, but when the publisher is not known his name is traced thru the series of "United States Catalogs" with their cumulated supplements. In England, the publishers' catalogs are only put in collected form once in four years, and, on account of the war, there has been no collection bound and issued since 1913.

As they are published, they form two large volumes each almost as thick as the well-known "Trade List Annual" of this country, tho with a smaller page size. With these two volumes is issued a third book of something over one thousand pages, which supplies a complete index to every book mentioned. As there is nothing published in England that corresponds to our "United States Catalog," such an Index as this is invaluable. There is both author and title listing, and by means of it an American bookseller, having a demand for a book not published in this country, can immediately ascertain as to whether the book is in print in England, and who publishes it and the price. Such prompt information is greatly appreciated by many customers, and the work is a trade tool without which the larger bookstores would not wish to do business.

The new edition was announced for 1920, but, owing to continuous delay in the publisher's hands on account of the difficulty of getting publishers to get their revised lists in shape, the set has only this week come thru the American Custom House, and is supplied to the trade and to libraries thru the office of the PUBLISHERS' WEEKLY, which has been the American agent for a number of years.

In looking over the index, it is interesting to note the many changes that have taken place in the English book-trade since the Catalog was last published. Some firms have disappeared or have been dissolved, and a large number of catalogs are included that were not present when the collection was last made. Among the new catalogs are those of: Allman & Son; Bale, Sons & Danielson; A. Brown & Sons; Thornton Butterworth; H. F. W. Deane & Sons; A. C. Fifield; Gresham Publishing Co.; Leopold B. Hill; Holden & Hardingham; Iliffe & Sons; Medici Society; A. R. Mowbray & Co.; Oldhams; S. Rentell & Co.; Martin Secker; Selwyn & Blount; Swartmore Press; Alex Thom & Co.; University of London Press. It is interesting to note that about a dozen American publishers have Eng-

lish houses so well established that their catalogs are included in the English collection as well as the American. This includes such firms as Appleton, Lippincott, Putnam, Wiley, Revell, Heath, Ginn, and American Book Company.

Library Lectures

THE Library School of the New York Public Library is, as previously announced in the PUBLISHERS' WEEKLY, holding a series of talks on Thursday evenings at eight o'clock. Publishers, librarians, booksellers and their friends are invited to these lectures. The lectures to be held in March are:

March 10. "How to Choose Books on the War for Libraries with Limited Funds," Dr. Herbert Adams Gibbons, author of "The New Map of Europe" and "France and Ourselves." Round Table led by Esther Johnston, Branch Librarian, The New York Public Library.

March 17. "The Industrial Plant Library and How It Can Be Encouraged," Ida Tarbell, editor and author.

March 24. "Suggestions to the Children's Librarian from Modern Education," Dr. William H. Kilpatrick, Professor of Education, Teachers College. Round Table led by Earle Rugg, Teachers College.

March 31. "Some Books Dealing With the Present Social and Industrial Problems," Corrine Bacon, editor of the "Standard Catalog" series. Round Table led by Miss Bacon.

Midland Authors at McClurg's

MEMORIES of the famous Amen Corner which Eugene Field used to preside over at McClurg's are revived by the announcement from John M. Stahl, President of the Society of Midland Authors, that McClurg's has offered the Society a home on the second floor of the Wabash Avenue building. The Society will have a light and pleasant corner, and a stenographer will be available for the use of members. This will be especially useful to writers coming to Chicago from out of town. The Society holds its monthly luncheons at The Cordon, Chicago, and last month had Sinclair Lewis and John Drinkwater as its guests of honor. Among other guests were Sherwood Anderson, Emerson Hough, O. P. Heggie of the Happy Go Lucky Company, and Fanny Butcher. Mr. Drinkwater spoke of the success of "Main Street" as one of the indications of the development of a really native American literature.

Correction

THE Weekly Book Record of last issue spoke of Henry Aikman's "Zell" (Knopf) as a novel based on a story that had appeared in *Argosy*. This is an error, as the story, which has so promptly caught the attention of the critics, has no relation to any previous work. Mr. Aikman's first short story appeared in the *Argosy*, and his first novel "The Gropper" was published by Boni & Liveright.

Export of U. S. Books to Latin-America

By Waldon Fawcett

“ONE of the very best lines of long-range business that has come to my notice consists of the production in the United States of school books in the Spanish and Portuguese languages for export to Latin-America. Appleton has made gratifying headway in this quarter and several other North American publishers now show a disposition to follow in its footsteps. But the opportunities of the market are almost limitless. This is a line in which the character of the books, or the subject matter, rather than any narrow considerations of copyright confers a distinct advantage upon publishers in the United States. With school books, as with technical works, moreover, the United States publisher need have no heed for the competition of the Leipsic publishers and other complications that are involved with standard or popular fiction.”

The speaker was an official of the Pan-American Union at Washington who has recently returned from an extended tour of the other Americas. His estimate of the promise in the outlook for United States books in Latin-America is infinitely more significant than the optimism of the executives of our own Department of Commerce. For, be it realized, the Pan-American Union is an agency for closer commercial, social and political relationships between the twenty-one republics of the New World, and its officials are supposed to voice an impartial, composite sentiment. This latter aspect was, indeed, emphasized in this current expression when the Pan-American specialist voiced, in contrast to prevailing impression, the conviction that the world war has not been responsible for widening the Latin-American market for United States-made books. The unfolding situation, as he appraises it, is a natural evolution.

Not Fiction

Dominance, in the export situation, of the Latin-American outlets for the products of Yankee presses is taken for granted at Washington. In the interest of the PUBLISHERS' WEEKLY, the writer sought to sound various governmental officials and international trade authorities upon the world-wide demand for books bearing United States imprint. But they would have none of it,—none of this generalization, that is to say. The average official trade observer at Uncle Sam's headquarters can see nothing, these days, thru his bookish spectacles but this hemisphere. It is not that he esteems other export fields less but that he is the more impressed by what he conceives to be the exceptional openings in Latin-America. He concedes, does your Federal trade scout, that post-war conditions in Europe should stimulate the sales of certain classes

of United States books on the continent and he has heard that United States publishers are well satisfied with the recent co-operative effort for the extension of trade in the Orient. But, for the time being at least, the governmental prospector for book-trade insists that the sun is rising in the south.

To dispel, forthwith, all unwarranted illusions, it must be stated that the more conservative authorities who have, as public servants, studied the situation, do not look for any sudden or sharp increase in the Latin-American demand for United States fiction, printed in English. The rapidly-growing United States colonies in leading Latin-American cities will be responsible, to be sure, for a measure of development and so, likewise; should be the turning of cultured Latin-Americans from French and Spanish standards to United States ideals in art and literature, even as they are turning to Yankee ideals in personal attire and household appointments.

Practical Books

This latter trend is counted upon, tho, to manifest itself to publishers in the United States less markedly in a demand for volumes of fiction than by a quickened quest by South American publishers for the rights of translation. Opinion is almost unanimous in the quarters canvassed at Washington that the South American rights for United States novels will command better prices in future. Indeed, there is a suspicion that some Yankee publishers would have been less complacent in the past had they realized how extensive has been the circulation in the other Americas of translations of North America's best sellers put out by publishing houses in Argentina, Chile, Brazil, etc. Especially has there developed in the land of tomorrow a hearty appetite for United States detective stories. The Pan-American official above quoted, declared that it is his belief that a certain class of detective stories of United States origin has attained even wider sale in South America than in North America.

Technical books, meaning, if you please, not merely engineering and scientific works but likewise practical volumes on business and agriculture, yea and popular handbooks on home building and interior decoration—herein do we find, according to the estimate at Washington, the destiny of the export section of the United States publishing industry. It is a sphere, happily, in which United States book makers are not compelled to reckon with the lower costs of production in European printing plants. Likewise is the specter of language present in only a subordinate degree. If expectations of sale justify a United States publisher in putting out editions of a technical

work in Spanish and Portuguese, well and good, but he is reasonably assured that, in this new era, there will be a demand in Latin-America even tho his reference work appears only in English. Perhaps there might be cited, as a figurative straw, to show the direction in which the wind is blowing, the proportions of the sale in Latin America of the most recent edition of the *Encyclopedia Britannica*.

An inventory by qualified Latin-American specialists at Washington of the influences that are favorable to the extension of inter-American book-trade may prove constructive to United States publishers as indicating the incentives to interest upon which they have opportunity to react. Not to administer too severe a shock, it must be confessed that the trade observers and advisers, as with one voice, accord first place among the agencies of book propaganda, to the United States motion picture. The Yankee motion picture gets credit for dictating prevailing fashions in masculine and feminine attire in the other Americas and for inculcating new ideas of comradeship between the sexes. Is it strange, then, that this same inspiration should awaken a new appreciation of United States literature?

Book publishers may be all the more mystified by the potency of the motion picture as a literary missionary when they are told that, for the most part, the screen dramas that have been exported to Latin-America do not constitute what are accounted, here in the United States the best examples of the art. Comparatively few of the great "feature" films have yet found their way to the South and Central American circuits. Instead, Latin-America is enjoying an unbalanced diet of the "cowboy" and "wild Western" type of picture. But, withal, it is inspiring, perhaps by the law of contrasts, a deep admiration in Latin America for the virility and rapid movement of United States stories, and this interest is already reflected in a desire to form closer acquaintance with the literature from which the motion pictures are supposed to have sprung.

Movies and Farming

Nor is the influence of the Yankee motion picture confined to the field of fiction. The so-called educational, industrial, and agricultural films produced in the United States are going to the other Americas in considerable quantity and we have, herein, according to the appraisal at Washington, a factor that is on a par with the new-found influence supplied by the establishment in various Latin-American countries of branches of United States educational institutions. In one quarter at Washington there is a theory that latter-day demand in Argentina and elsewhere for United States books on agricultural subjects may be traced, in part at least, to the films that depict Yankee practice in rural industry. There have been purchased for circulation in South America considerable numbers of the educational and demonstrational films prepared by the United States

Department of Agriculture. South America is confronted by many of the same problems of cereal production and stock raising that are present in the United States. But the films requisitioned have not been restricted to a narrow range but have embodied picturizations of everything from poultry raising to road building. And the sequel is found in the demand for the literature on these same subjects.

Second in importance perhaps as a "feeder" of United States book demand in Latin-America is the recent tremendous increase in the number of United States periodicals printed in Spanish and Portuguese and the growth of their Latin-American circulations. Any book publisher who has had an opportunity to see the list lately compiled by the Latin-American Division of the United States Bureau of Foreign and Domestic Commerce must have been impressed by its proportions. If the roster of periodicals produced in the United States for consumption in Latin-America were composed largely of fiction magazines, some book publishers might feel that their influence was merely competitive. As a matter of fact, however, this branch of export publishing is, save for a few monthly reviews and fashion publications, confined to class, trade and technical journals. That this periodical literature in Spanish and Portuguese is nurturing a desire for books on the part of serious readers in Latin-America is attested by the fact that calls are already coming to the United States for volumes that will preserve in permanent form valuable series of articles that have appeared in the specialized press.

Distribution

Book publishers who have written to Washington for information regarding the Latin-American market have usually been warned that, owing to the high percentage of illiteracy in portions of South and Central America, they must not employ the same ratio of demand to population that might be warranted in the United States. To the same end these publishers have been cautioned that the facilities for retail book distribution are not on a par, thruout the lower continent, with corresponding resources in the United States. And they have, in all candor, been admonished that Latin America cannot match North America in its free, circulating libraries, albeit the bookman may be surprised by the number of special libraries, as, for example, the libraries of engineering societies and technical associations.

With due cognizance, however, of all these limitations, the trade advisers in the government service are prone to find ultimate, deep significance for the United States book-trade in the extent to which the intellectual classes in virtually all the Latin-American countries are turning from European to United States models and measures of quality. As evidence of the realignment we find English supplanting French as the "second language" of the

Latin-Americans. New York has replaced Paris as the goal of the shopper and vacationist. More meaningful than all else is the circumstance that a goodly proportion of the young people who seek education abroad are coming to the United States. That, to be sure, is due in part at least to the fact that the young men are, in obedience to the spirit of the age, turning to the engineering professions. But whatever the instigation, the result seems bound to be beneficial to the United States book-trade.

It goes without saying that if other United States librarians follow the example of F. B. Spaulding, who has gone to Peru as organizer of libraries for the Peruvian Department of Education, there will be created a potent, permanent influence favorable to the importation of books from the United States. Stimulus should likewise be given to the Latin-American demand for United States books if Director Cruz of the Chilean Na-

tional Library is enabled to carry out his project for an exchange system that would not only break down the insularity from which a number of the Latin-American nations have heretofore suffered in matters bookish but would give retail distribution to all United States books whose publishers were willing to send them on consignment. Improvement of parcel post facilities that has already set in, following the new United States shipping policy, notably the establishment of direct steamer service between New York and ports on the west coast of South America, is counted upon to contribute its share to the inter-American book-trade. And, with United States domestic postage rates applicable to mail for a majority of Latin-American countries, we have elimination of the "short-paid" postage evil, one of the small thorns of long-distance exploitation of United States books which has long given a great deal of trouble.

The Boy Scout and The Bookstore

By John T. Hotchkiss of J. K. Gill Co., Portland, Ore.

NATIONAL Boy Scouts' Week in Portland thoroly convinced even the most skeptical that there is in the lives of boys to-day an influence that cannot but bring about a better and higher type of manhood and citizenship. Surely it is a hopeful sign for the future, when in a city the size of Portland, twenty-three hundred bright-eyed, clean thinking boys promise upon their honor to live up to the Boy Scout oath and obey the Scout laws.

The week of February 6th to 12th found these lads wearing the Scout insignia and engaged in activities that brought home to the public in general, something of the meaning and the potentialities of the great Boy Scout movement. Because the Boys' and Girls' Own Book Shop, of the J. K. Gill Company, heartily endorses activities which promote the welfare and happiness of children we celebrated the week with all the zest of our young friends.

Our advertising space in the several local papers was devoted to the printing of the program for the week which was as follows:

Sunday, Feb. 6th: Boy Scout Troops Attend Church.—Sermons are to be preached on boys' welfare. Troops in uniform are to attend church services, act as ushers, take up the collections and otherwise participate in the services.

"Monday, Feb. 7th: Father's Day.—Principal feature is the Father and Son Banquet.

"Tuesday, Feb. 8th: Mother's Day.—All Boy Scouts are to do a good turn for mothers." [Note: needless to say the boys were enthusiastic in their response and lightened many a mother's load and made many a mother's heart proud of her son and of his participation in the Boy Scout movement.]

"Wednesday, Feb. 9th: Recruiting Day.—

Every Boy Scout to secure at least one new recruit.

"Thursday, Feb. 10th: Community Good Turns. The different Scout Troops are assigned to do a specific good turn for the community in which they live. For instance, one troop is to pick up all the pieces of broken glass, boards with nails in them and other things thruout the entire district.

"Friday, Feb. 11th: Scout Rally. Anniversary rally in the evening at 7:30." [Note: this was an occasion which the Boy Scouts will remember for a good many years to come. The troops came in bodies bringing their banners and flags. It was the most enthusiastic meeting of the kind ever held in the city, with a splendid program of moving pictures, songs and speeches.]

"Saturday, Feb. 12th: City Good Turn. All Boy Scouts on the street in uniform ready and looking for good turns to do."

The Boys' and Girls' Own Book Shop, with but little regard to labor and expense, entered heart and soul into the spirit of the week and in every possible way co-operated with the Chief Scout executive and his Scout Masters.

Under the supervision of Mrs. Mable Harris, in charge of the Book Shop, a floor space of 2,500 square feet, was changed as if by magic into a forest of fir trees, and sweet scented cedars. Graceful tracteries of pussy willow branches stood out against the clusters of shining Oregon Grape and slender sword ferns, while several fine American flags and many gay troop banners hung from points of vantage and made splashes of color that gave a jolly air of festivity.

The haunting odor of burning wood from where a Scout was producing fire by friction, was redolent of memories of camp suppers

and of thin blue smoke rising thru spicy woods, and helped carry out the illusion of a forest enchanted.

A Recruiting Booth in the midst of this magic forest was in charge of two Boy Scouts of persuasive tongue, and quickly became the center of attraction for many envious youths not yet entitled to wear Boy Scout uniforms. So earnest were these young recruiters that had the list been open to men and women who gathered about, they, or so they laughingly declared, would have signed up without delay.

The Subscription Booth, where subscriptions to *Boys' Life*, the official Boy Scout magazine, were taken at a special rate, and where sample copies of the magazine were given away, was another gathering point for parents as well as for boys. The several Scouts in charge of this booth were also most convincing, as the number of subscriptions testify.

Trails leading from these attractive booths, half hidden but provocatively displayed, disclosed various treasure stores for the explorer—here a table piled high, but not too high, with attractive books on boys' hobbies, books for stamp collectors, books for boys interested in electricity, wireless, astronomy, bugs and birds, and for boys who want to make money, books on the care of hens and rabbits.

Another table particularly good from the standpoint of sales was stacked with the Boy Scout Year Book, the Boy Scout's Books of Stories, the Boy Scout Manual, and the Boy Scout Diaries.

Books edited or recommended by Franklin K. Mathiews filled another artistic table and brought a response not only in increased sales but in the interest exhibited on the subject of better Boy Scout books.

Again thru the green the eye was caught by a dash of color, red and white and blue. Not only does that Aladdin of Modern Magic, the bookseller, celebrate National Boy Scout Week, but also February, *America Month*, the birth month of Lincoln, of Washington, of Daniel Boone, and of Longfellow. So here then was a real treasure table—rich with books telling of the boyhood and lives of great Americans, and of America's part in the history of the world.

Even in the continuous rain crowds stood in front of the show windows, for these were as beautiful and woody as the Book Shop.

Cards bearing such legends as "You can help make your boy a good Scout," "The Boy Scout Oath" and "The Boy Scout Law" were suspended from the branches of firs, while the moss covered floors bore displays of Scout equipment and Scout books.

Every afternoon the window demonstration of knot tying and first aid work of bandaging, artificial respiration, fireman's drag, etc. was so successful that the sidewalk was blocked and the perspiring but kindly officer, whose duty it was to keep a passageway, was a busy man. Thousands saw and approved Boy Scout activities as demonstrated in the show windows, and to many was brought home for the first time the splendid character of the movement.

The observance of National Boy Scouts' Week is one that the Boys' & Girls' Own Book Shop commends heartily, and it ventures to make the suggestion that with the co-operation of the local Scout executive and Scout masters, who will interest their troops, Boy Scout Week can be made an immense success for booksellers who by their active participation can not only do a "good turn" for the Boy Scout movement but also one for themselves.

What Business Men Are Reading

AN interesting approach to the subject of the reading of business men and a valuable indication of the increasing importance with which reading is regarded by important men is indicated by the new series of articles to begin in the *System Magazine* for March under the title of "What Business Men Are Reading."

The editors of *System* have found that capable business managers with whom they are in correspondence, are now giving especially serious study to every possible phase of business as given in books in order to meet the new conditions that are developing. They have made arrangements with seventeen prominent men to send in monthly suggestions as to the books that have interested them most. From these suggestions and from letters received there will be issued each month a symposium on business books indicative of the subjects most to the front and the books that are meeting the needs. In the first appearance of this material there is a discussion of the following volumes:

Economic Conditions of Europe After the Napoleonic Wars. By S. H. Clapham.
Co-operation in Agriculture. By G. Harold Powell.

The Outline of History. By H. G. Wells.
Influencing Men in Business. By Walter Dill Scott.

The Labor Party and Its Policy. By Sir Lynden Macassey.

Elements of Marketing. By P. T. Cherington.

Personnel Administration. By Ordway Tead and H. C. Metcalf.

Imagination in Business. By Louis F. DeLand.

The men who have consented to stand as an Advisory Board are the following:

Bernard M. Baruch.

C. R. Frederickson, President, The American Art Works.

Dr. Wesley C. Mitchell, Columbia University Economist.

E. F. Gay, President, New York *Evening Post*.

Frank A. Vanderlip, Banker.
 George M. Verity, President, American Rolling Mill Co.
 Gustav Lindenthal, Civil Engineer.
 H. S. Dennison, President, The Dennison Manufacturing Co.
 Homer L. Ferguson, President, Newport News Shipbuilding and Dry Dock Co.
 James B. Forgan, Chairman of the Board, The First National Bank of Chicago.
 John T. Raskob, Vice-President, E. I. du Pont de Nemours & Co.

L. C. Walker, President, The Shaw Walker Co.
 Robert Dollar, President, The Robert Dollar Co.
 S. M. Felton, President, Chicago Great Western Railroad Co.
 W. H. Cottingham, President, Sherwin Williams Co.
 W. R. Basset, President, Miller, Franklin, Basset & Co.
 Winslow Russell, Vice President Phoenix Mutual Life Insurance Co.

Atlantic City In May

THE dates of May 10th-12th are getting pretty firmly fixed in people's minds as the time for what is likely to prove the most interesting Convention that the book-trade has ever had.

After considerable effort, the Committee has arranged with the railroads to have this Convention get the privilege of the special rates. This means that if three hundred and fifty people register for the trip, they will get their return trip for half fare. i. e., fare and a half for the round trip instead of two fares. This will mean a very considerable saving to those who come from a distance, and already there are signs that there will be a great many attending from the Middle West and even beyond.

Whitney Darrow, of Charles Scribner's Sons, has been a most active Chairman in charge of the arrangements for the entertainment and hotels, and he promises full announcement of plans to be published shortly. The Hotel Traymore has provided excellent accommodations, with an auditorium on an upper floor and adjoining rooms for Committees, registration, displays, etc. By having the largest part of the attendance registered at this one Hotel, there will be an increase in the value of the gathering, which was one of the chief reasons for endeavoring to go to Atlantic City. The Hotel is on both American and European plan, and all reservations will be made by writing direct to the Hotel and not to the Committee. Those who would like to double up on a room and have no one to make the plan with can write to the management and ask to be put in with someone who is attending the Convention.

In order to get the Convention rates from the railroad, it is necessary for those attending, whether they come from as near as Philadelphia or as far as San Francisco, to obtain from the railroad agent at that point a Convention voucher which is filled out at that time and brought to the Convention. If the full number of three hundred and fifty are brought in by people who attend, the ticket back can be bought at half price.

Cedric Crowell, head of the chain of Doubleday, Page bookshops, is Chairman of the Committee on Program, and the main theme of the discussion is to be "How Shall We Reach the Non-Readers?"

On Tuesday morning there will be one speaker to talk on that specific subject, and it is hoped that he will sound the keynote for all the subsequent discussion on this important question.

Tuesday afternoon the plan is to have three speakers on the topic "What the People Want to Read," from the point of view of an authority outside the book-trade, of a publisher's representative and of an author.

On Wednesday morning it is planned to have as the topic: "How Can the Bookseller Create a Public and Give it What it Wants?" This is to be a forum from the booksellers point of view and it is hoped there will be an expression of opinion from a large and small Bookshop, merchandise man from a large department store, and a book clerk, all of whom are concerned with creating a public. As a sub-head under this question on Wednesday morning, a discussion of advertising and publicity as aids to creating a public with a report on what the National Association of Book Publishers are doing and the expert advice of a leading advertising authority not actively engaged in the book trade is part of the plan.

On Wednesday afternoon the topic is "Practical Methods of Securing Bookshop Efficiency and Securing Additional Readers." This is to be subdivided as follows:

(1) "An Ideal Accounting System for Retail Bookshops." This speaker will be a member of one of the largest accounting firms in America and will contribute valuable suggestions and practical advice.

(2) "How Can the Bookseller Operate a Successful Mail Order Department?" by a speaker whose business is selling by mail.

The Committee feels that the Program on Wednesday afternoon is the most practical part of the Program, but hopes not to under-emphasize the importance of the topics for the Tuesday sessions and for Monday morning.

The general publicity for the Convention is in the hands of Lowell Brentano, and the full particulars of all arrangements and hotel rates will be sent to all the book-trade shortly.

Any member of the book world, a retailer in any field or anyone connected in any way with publishing, is invited to attend the Convention, whether a member of the American Booksellers' Association or not.

English Book-Trade News

(From Our London Correspondent)

THE following items, says the *World's Paper Review*, may at present be imported into Germany without license:—Waste paper (paper, written on or printed); paper clippings (waste from the manufacture of paper); paper, pasteboard and pasteboard wares, only fit for re-pulping. Books in all languages, including prayer books, printed or written, with or without pictures of any kind printed, attached, or inserted therein; books with raised characters for the blind—all these bound or not; newspapers and periodicals.

No export license is required on the exportation from Germany of the following:—Paper caps and strips for igniting; book-binders' cloth, smooth or pressed; tracing cloth; wall hangings, lincrusta, and the like, of linoleum or similar materials; printed articles for business purposes intended for distribution among the *clientele* of a German business for purposes of information or advertisement; postage stamps, used and unused; daily newspapers; periodicals exported thru the medium of the publishers' dispatch offices; paintings on tissues of vegetable textile materials, on wood, common metals, or alloys thereof, paper or stone; drawings, even if bound or mounted on paper, board, tissues or the like.

News comes to hand from Russia that private ownership of books is a crime, and dire punishment is meted out to all those who break this latest rule of the Soviet. More about this in a later communication.

Publishers' spring lists are appearing, but while every one keeps a bright and gay face, no one is at heart tremendously happy about the future; at least the immediate future. Not every bookseller says he had a splendid holiday season. But the writing, the making, the selling of books, like a well-known bubbling stream, goes on forever. Come war, come political upheavals, come some wave social fashion, people will still buy books. But they don't buy enough; they don't know enough about books. They don't realize what books mean to individual and therefore national development. Now and again, you hear a voice in the wilderness crying out, "Let us organize, let us create propaganda." But there is no answer. However, the authors keep on writing, and the best ones, too. Thank Heaven for that. Here are more promises: "The Mountebank," by W. J. Locke; "She and Allan," by Rider Haggard; "Dodo Wonders," by E. F. Benson; "The Judge," by Rebecca West; "Pugs and Peacocks," by Gilbert Cannan; "Portraits of a Period," by Hugh Walpole; "Mainwaring," by Maurice Hewlett; "The Black Diamond," by Francis Brett Young; "Revolution," by J. D. Beresford; "Memoirs of a Midget," by Walter De La Mare; "Privilege," by Michael Sadleir; "Swallow Dive," by Sylvia Lynd; "Glass of

Fashion," by "The Gentleman With a Duster;" "Collected Poems," by G. K. Chesterton; "Notes on Life and Letters," by Joseph Conrad; "The Problem of Foreign Policy," by Gilbert Murray; "The Outer Circle," by Thomas Burke; "Six Months' Leave," by E. V. Lucas; "Modern Democracies," by Lord Bryce; "Autobiography," by Lord Ribblesdale; "What I Remember," by Stephen Mc Kenna; and the "Life of Sir Hugh Lane." This is a selection from a big list. Not bad when every one asks if there's a slump in your trade! There are quite a number of 1920 fall books still going strong. Of course, Mrs. Asquith's book is a sure seller, and in great demand, while people are not so prone to scoff at it as they were. Then there is Mr. Wells' great work which is, undoubtedly a most noteworthy addition to the select class of standard works. The six best selling novels at the moment are:

The Swallow Dive, by Sylvia Lynd.

The Seeds of Enchantment, by Gilbert Frankau.

Privilege, by Michael Sadleir.

The Pilgrim of a Smile, by Norman Davey.

Revolution, by J. D. Beresford.

Love is Enough, by Margaret Peterson.

Most of these are the first novels of the year, and they are of a very high standard. Non-fiction books now selling well are:

The Letters of William James, edited by his son.

Henry Scott Holland: Memoirs and Letters, edited by Stephen Paget.

From a Russian Diary 1917-1920, by an Englishwoman.

Things That Have Interested Me, by Arnold Bennet.

If I May, by A. A. Milne.

Essays on Books, by A. Clutton-Brock.

The recent announcement that binding charges for cloth books were to be reduced by 10% is good so far as it goes, but there is to be a new charge made by binders of 27 shillings per 1000 books for making ready. This is an entirely new idea. Heretofore, making ready has only been associated with printers, but the binders say that they find it necessary to make such a charge for any repeat order for not less than 10,000 copies. As one publisher said to us the other day, this really means that instead of a 10% reduction, it represents really an advance of about 3-1/3%. Of course, it is an exceptional book which justifies a repeat order of 10,000 copies, so practically this making ready charge will be universal.

It is now definitely stated that Mrs. Asquith has a second volume of reminiscences in the press. It would not surprise us if she had a third and even a fourth. She is sufficiently brilliant and behind the scenes to do so.

In The Field of Retail Advertising

What can a Retail Store Afford to Spend on its Advertising ?

SOME figures on retail advertising expenditures recently gathered by advertising experts were quoted by a speaker before a Kansas Advertising Club. These figures are as follows:

RETAIL ADVERTISING EXPENDITURES

	Per Cent
Department stores	3½
Women's specialty shops.....	5½
Shoe stores	4
Millinery stores	4
Music stores	5½
Furniture stores	5½
Electrical stores	6
Jewelry stores	5½
Men's clothing and furnishing.....	5
Miscellaneous	4

A figure very frequently used in bookstores is a 2% advertising expense to cover both display and direct advertising. This, it will be seen, is less than half of the average expenditure in retail stores according to typical figures. The advertising of new books has usually been done by the publisher, and the retail advertising is rather largely restricted to the special bargains or remnant lots. With the increased discount that has been allowed to retailers in the last two years, it seems as tho the time has arrived for the retail bookstore to step energetically into the field of community advertising to place his shop more firmly in the public mind.

There is no single and finally accepted way of advertising books at retail. Some have preferred newspaper advertising, some direct advertising, but the general opinion is that a combination of both, in which the personality and service of the store is played up is the most generally successful. A 2% advertising appropriation would mean on a business of five thousand dollars a month one hundred dollars spent in reaching out to this public. If this appropriation were increased to 4% this season when the public has been so much aroused to the value of book reading and book ownership, the return should more than justify the experiment.

Two hundred dollars a month would allow for display advertisements in such pages of the local press as most surely reach potential book buyers, would allow for the mailing of imprint booklists to an established list of customers and to experimental lists of greater scope, and would allow for one or two campaigns of circular letters per month on carefully selected items.

With the wide general publicity that has been given to the cause of books by the "Buy A Book A Week" campaign thousands of people who can be aroused by the retailer's own service may put themselves in direct touch with the book counters and their displays. There has never been a year when the possibilities of this retail advertising seemed to hold out greater opportunity.

When Should a Retailer Advertise?

In attempting to answer this question, said Charles L. Estey at the last Stationers' Convention I have invariably proceeded to ask a few questions of my own first.

Thus:

1. How many days in the week should a store be open for business?
2. How many days in the week should a store keep its windows trimmed?
3. How many days in the week should a store maintain salesmen?
4. How many days in the week should a store be kept clean?

Obviously, the answer to these four questions is "Every day."

And that is my answer to the question: "When should a retail stationer advertise?"

Some form of advertising should be working for you all the time, day after day, week after week, month after month, year after year.

Advertising is simply "telling people."

To sell 'em, you must tell 'em.

And to keep on selling 'em you must keep on telling 'em.

You have no right to expect the public of

your community to remember your store—unless you remind them *PERSISTENTLY* about

1. Where your store is located.
2. What you have for sale.
3. What kind of service you render.
4. Whether or not you deliver goods.
5. A host of other important (to them) items.

The buying public is fickle minded. Men and women forget easily. They are concerned with their own affairs—not with yours. They are willing to patronize the store that keeps them informed—if the information is nicely presented and if they are reminded often enough.

Window trims are excellent advertisements *WHEN PEOPLE PASS BY ON YOUR SIDE OF THE STREET*. But they are of no sales value to you otherwise.

The buying public is not composed of mind readers. The men and women whose trade you want are interested only in what *they* want. You need them more than they need you. You cannot stay in business unless they

patronize you. But they can go to some other store if they want to, to buy goods.

And the store to which they go naturally is the store that never lets them forget it.

This is simple common sense.

Judicious advertising is an investment from which you may confidently look for splendid returns. To advertise every day does not mean that you must spend a great amount of money every day. But it does mean that, to be successful, you should give to advertising at least the same degree of thought and inter-

est that you bestow on other details of your business which cannot possibly yield as great a percentage of additional sales.

You eat every day to keep your body alive and well.

Persistent advertising is the food that keeps business alive and well.

And yet thousands of retailers expect their business to thrive on a starvation diet.

Friends—"The time to advertise is all the time."

Bullock's Book Store

A Store that deals in *Service* as well as Books. In the Book Store on Bullock's Second Floor there's not only a welcome for the Book Lovers who like to "browse" around among the Shelves—but there's a *Service* for those who know exactly the Book they desire but are unable to find it!

The Attendants in Bullock's Book Store are well informed concerning Books and the way to get them. If there's some Book you've long searched for in vain—'phone or visit Bullock's Book Store and ask Bullock's to get it for you. Even tho the Book be unobtainable in Los Angeles—untiring efforts will be expended to secure the volume you wish.

A Magazine Service

is a part of Friendliness of Bullock's Book Store, for here one can not only purchase the Magazine one desires—but can place one's subscription for any Magazine desired.

P. S.—Moshier Books are a Service in themselves. For whoever reads them they admirably serve as delightful and enjoyable companions.

Bullock's
Second
Floor

Bullock's
Los Angeles

"One
o'Clock
Saturdays"

Retail Advertising

THE specimen of Bullock's book department advertising, which we reproduce on this page, is an interesting example of the kind of copy that will play up the bookstore as a service department. There is everything in this advertisement that would lead the book buyer to feel that he would have at Bullock's an intelligent and unobtrusive welcome in the very well equipped service to all his needs. The confirmed book-lover enjoys an atmosphere in which he will be given liberty to browse and yet a place where, when service is wanted, it can be had. Whatever book or book interest may be in the mind of the man who reads this advertisement, he will probably conceive that that particular book or his particular book interest will receive attention at the store.

Sunwise Turn Expansion

Since moving from the original quarters on Thirty-First Street to the store at Forty-Fourth Street in the Yale Club Building, the business of the Sunwise Turn Bookshop has more than doubled its sales, and it is entering into its fifth year with great promise of still further improvement.

At the Board of Directors' meeting in February Ruth McCall, daughter of ex-Governor Samuel McCall of Massachusetts and writer of note, was elected Vice President and Secretary, and became one of the active workers in the business with Mrs. Mary Mowbray-Clarke, who is President and Treasurer. Other directors of the Company are Mrs. Stanley Resor, Mrs. Augustus Van Cortlandt, and Miss Alice Einstein.

Authors and Movie Rights

THE Executive Committee of the Authors' League of America, at its regular weekly meeting on Thursday, February 24, adopted a resolution condemning the policy of the International Magazine Company, a corporation said to be owned and controlled by William Randolph Hearst, a company controlling the *Cosmopolitan Magazine*, *Good Housekeeping*, *Hearst's Magazine*, and *Harper's Bazaar*. The resolution was made on the ground that the Hearst policy "menaces the artistic vitality of American letters," and that the group of magazines, mentioned, "save in rare cases, refuse to purchase fiction unless they are at the same time permitted to acquire an option on the motion picture rights on terms dictated by the purchaser. Options controlling the motion picture rights of stories, it is charged, are acquired 'at prices usually below ruling market values and offered for sale at terms paying good profits to the holder of the option, but not to the author, and the sales being made before that option price has been paid to him.'"

"Were all magazines to adopt the practice of the International Magazine Company, no American author dependent on his pen for his living would write any story that he knew had no motion picture value, since he would know that he would never sell the story, with the result that motion pictures, perhaps, would thrive, but letters would languish. The League resolutions also stated that 'There has recently been formed the International Story Company, which is believed to be likewise a Hearst Corporation, and which advertises that inquiries concerning the film rights in all stories appearing in the above magazines must be made by its acting manager.'"

In reply to the charges of the Authors' League, Mr. Hearst framed a set of resolutions which mocked those drawn up by the League.

In the course of these, he says: "Whereas The Executive Committee of the Authors' League of Union Authors seems to be misinformed, and generally glad to be misinformed; be it hereby

"Resolved, That said committee of said league did not know what it was talking about, and

"Resolved, That its fulminations are unworthy of serious consideration." Mr. Hearst stated that "neither the above magazines, nor anyone connected with the above magazines, directly or indirectly, have any interest in the International Story Company."

Mr. Hearst contends that *The Cosmopolitan Magazine* and the other magazines mentioned do not refuse to buy all stories for which they do not also purchase the moving picture rights.

After seeing the resolutions of Mr. Hearst, Louis Joseph Vance contradicted Mr. Hearst's statement that his magazine did not compel authors to give options on the motion picture rights of stories accepted by them for publication, saying that he had been told this on more

than one occasion by Ray Long, Vice-President of the International Magazine Company, controlling the Hearst magazines. Mr. Vance would not express himself as satisfied with Mr. Hearst's explanation of the connection of his magazines with the International Story Company.

The movies and movie rights seem to be an issue of importance in England just now, too. *The Publishers' Circular* of February 12 says:

"Authors and publishers are becoming very much alive to the value of the copyright in a work which can be adapted to the universally popular moving picture show, which the public has christened 'the movies,' and those employed in connection with this new art, 'the film.' Much the larger proportion of copyright cases in the law courts of all countries are now concerned with infringements or alleged infringements of copyright by film producers. In some cases it turned out that, by altering the title and camouflaging the text, the detection of this infringement had been made very difficult; many people who are incapable of originating anything are quite clever at 'conveying' the idea in another form. In its January issue, *The Author* gives some useful information for authors and owners of copyright, and at the end of the article says:—

"The chief points which members should remember are (1) priority confers no monopoly in ideas contained in the copyright work, or in the words or actions by which these actions are expressed, tho close similarities are important links in a chain of cumulative evidence of piracy; (2) that no Copyright Law, however carefully drawn, can settle these questions with mathematical precision, because (3) they are, as they are bound to be, questions of fact only to be determined by the evidence available in each case."

Chautauqua Reading Selection

THE Committee on Home Reading Courses of the Chautauqua Institution is now at work selecting the books which will be used by subscribers to the course in 1922, which is to be known as "British Year." There are four books to be selected. This course runs in cycles, the first year American; second, Modern European; third, Classical; fourth, British. This year is Classical year, and the books that are being read are Professor Abbott's "The Common People of Ancient Rome," published by Scribner; "Greece and the Aegean Islands" by Philip S. Marden, Houghton Mifflin; "The New Map of Asia" by Herbert Adams Gibbons, Century Company; and "Psychology and the Day's Work" by Professor Swift, Scribner. The fourth book in each course is always an "odd" book not connected with the subject of the year but having value as a real stimulation.

Women and Bookselling

A Monthly Department of News and Theory—Edited by Virginia Smith Cowper

Amy E. L. Goodrich, the manager of the Juvenile Department of Charles E. Lauriat Co., Boston, has a copy of Thornton Burgess' new "Animal Book For Children" of which she has reason to be proud. In it appears this autograph inscription:

To Miss Amy E. L. Goodrich to whom I am personally indebted for her original suggestion which led to the writing of the most successful of all my books, "The Bird Book," the splendid reception of which has resulted in the present volume, "The Animal Book For Children" along similar lines.

THORNTON W. BURGESS.

Boston, November 1, 1920.

A NEW book-shop will be opened by Adelaide Gardes on March 15th at 502 Park Ave., N. Y., which is to be known as the "Miss Gardes' Book Shop." Literature of the better kind will be carried, especially that which inclines to the artistic. Miss Gardes was formerly with *Collier's* and *Leslie's* magazines, and was associated at one time with the firm of B. W. Huebsch.

IDA EMPET, formerly of the John Wanamaker Bookstore (N. Y.), is now a member of the selling force of G. P. Putnam's Sons.

NEW MEMBERS of the Women's National Book Association are Helen Pickerton, of the "Orientalia," 22 E. 60th St., Mrs. Frances L. B. Robbins, of the "Little Book Shop," Helen Ray Walker, of Grosset & Dunlap Co., Helen Louise Johnson, Carolyn S. Ulrich, of the N. Y. Public Library and Ina Fitz-Patrick, of the College Book Shop, 1224 Amsterdam Ave.

What was probably the most interesting meeting of the Women's National Book Association held this year, was that which took place at the Children's Book Shop, New York, on February 17th.

The program was one of surprises and was most inspiring, being the stories of two women who have created their own successful establishments in New York, in two widely different fields, Mrs. Mary Gunn, founder of the Hawaiian Tea Room and Mrs. Jane Teller, of the Antiquarian Shop.

Mrs. Gunn, a native of Hawaii, felt that there was an opportunity for a place where people could get acquainted with the Islands, the cooking and handicraft, for in the lower part of her house, Mrs. Gunn conducts an Hawaiian Gift Shop.

The problems surrounding the opening of such a place were manifold, and many difficulties had to be overcome, one of which was the securing of a suitable house in which the business could be carried on. The personnel problem was the next, but that was solved by finding just the right helpers in the persons

of a little Japanese woman and her husband. From the beginning, her enterprise was a success, until at the present time Mrs. Gunn has a very fashionable clientele, and it has been claimed that all the success is due to the dominating personality of the owner and the land which this unique tea-room represents. In the beginning, four years ago, only three or four people patronized the tea-room a day but the numbers now run between 70 and 80 a day, with no one served without special reservation.

Mrs. Teller is the proprietor of the Antiquarian Shop in the Yale Club Building, New York. She started with a few things to sell, and had no definite idea about them; she wanted to specialize in American antiques, and in the course of her work became interested in spinning and weaving. Mrs. Teller said, "I realized that these old things were going to die out some day and I knew the women during the war had done wonderful work. Those who used to knit and sew and make bandages would want to do something worth while when the war was over, so we formed a society for the revival of household industries. We have graduated 30 people on the spinning wheel. I have taught weavers to make threads. The first piece spun or woven in my shop was the first in 150 years in New York. A good many people who have graduated in my shop grew their own flax this year and they are spinning it this winter. In a few weeks, I realized that I would have to get more things, and I got books."

Special kinds of advertising have been used by Mrs. Teller. She calls them "Jane Teller's sermons." In them she tells of new articles which have been added to her work, or voices just a bit of plain philosophy. These she hangs in her window in a little frame, together with a little notice "*You are welcome in my shop even tho you don't spend a cent.*"

The evening was marked by an event of special interest, when Miss Jennison introduced Mrs. Cora Wilson Steward, of Frankfort, Ky.

Mrs. Steward is head of the Illiteracy Commission for the State of Kentucky, in which work she is serving without salary or expenses.

Mrs. Steward held the audience spell bound when she said "There are five and one half million people in this country, according to the census of 1910, who cannot read or write."

Mrs. Steward then told of the Moonlight Schools, and the work they are doing in Kentucky, work which was first started in that state in 1911. It grew out of the need, an imperative human need—and this need was expressed by the illiterates themselves, brought about by the children of these families going to other cities and taking advantage of the night schools. The first evening at one of the schools 1200 people attended, the students ranging in ages between 18 and 86.

Among the Publishers

A Week's Gleanings of Book-trade News

THE DATE of publication of Eden Phillpotts' mystery story, "The Grey Room" (Macmillan) is advanced to March 8.

"WOODLAND TALES" is the name of the enticing volume of Ernest Thompson Seton's nature stories for young people, published by Doubleday.

HUNTING FOSSIL animals is one of the most fascinating sports, says Enos Mills in his new book "Waiting in the Wilderness" (Doubleday), in which he tells some of the queer things he has learned about fossil horses.

ALL THE enthusiastic readers of Clemence Dane's "A Regiment of Women" and "Legend" will be anxious to read her new play, "A Bill of Divorcement," to be published by Macmillan in March.

MARY ROBERTS RINEHART is contributing a series of articles on the out-of-doors to the *Cosmopolitan Magazine*. She is national chairman of the Membership Appeal Committee of the Girl Scouts of America.

"CLARE SHERIDAN'S DIARY," of which Americans have had brief glimpses when the *New York Times* recently featured on its first pages five short instalments, will be published by Boni & Liveright in March.

LIEUTENANT COLONEL THEODORE ROOSEVELT, author of "Average Americans," has been appointed Assistant Secretary of the Navy, the same position held by his father at the outbreak of the Spanish War.

FRANKLIN, a play in four acts, will be the tenth volume by Constance D'Arcy Mackey, author of "The Beau of the Bath" and other plays and of "The Little Theater in the United States," to bear the Holt imprint.

"GO AWAY, can't you see I'm busy dying?" was Mary Pickford's merry amendment of a sub-title to her forthcoming "movie," "Fire-cracker Jane," based on Alice Calhoun Haines' Mexican border novel of that name (Holt). "Miss" Pickford has an unusual knack in working out the sub-titles of her film plays.

AMONG the spring books announced by E. P. Dutton, four destined to appear on most enterprising fiction counters are: "The Tragic Bride" by Francis Brett Young; "The Brass-bounder" by David W. Bone, a romance of the high seas; "A Chair on the Boulevard," a collection of short stories by Leonard Merrick; and "The Mayflower" by Vicente Blasco Ibáñez.

JEANNETTE MARK'S volume of lyrics, "Willow Pollen" will be ready this month (Four Seas).

THE CENTURY CO. announces the publication in March of "Ghosts" by Arthur Crabb, and "Wind Along the Waste" by Gladys E. Johnson.

ONE MORE novel by Eleanor H. Porter is on the way. Mrs. Porter's manuscript of "Sister Sue" was finished before her death. Houghton Mifflin Company will publish this in March.

A TIMELY volume in the Keats centenary year is a new edition of the "Poems of John Keats," edited by E. De Selincourt, which has been out of print for some time. (Dodd, Mead.)

TWO of the most important volumes offered by the Macmillan Co. this spring are: "Modern Democracies" by Viscount Bryce and an edition de luxe of the collected works of Lord Morley.

"CLERAMBAULT," Romain Rolland's new story to be published this spring by Holt, has come out of five terrible years of war in France. Rolland commands a very wide and enthusiastic public in America.

LONDON is still arguing about the authorship of "The Mirrors of Downing Street," and booksellers are still selling it, which is even better. Voting is now very much in favor of Harold Begbie.

THE SECOND volume of Stephen McKenna's trilogy, "The Sensationalists," to be called "The Education of Eric Lane," will be published by Doran this spring or in the early summer. The first number in the trilogy was "Lady Lilith."

"TRAINING FOR LIBRARIANSHIP," by J. A. Friedel, M.A., is the latest volume in the *Lippincott Training Series*, and according to the publishers thoroly and comprehensively covers the library field, giving the prospective librarian the information which will be most helpful.

THE TITLE of Alexander Black's new book, "The Seventh Angel," published by Harper on February 17th, while it may be puzzling on first hearing, really gives a much better idea of the contents than do the titles of most novels. According to the Book of Revelation, it was the seventh angel's vial which precipitated the plague of confusion, and it is against the background of the world-wide unrest, Mr. Black works out the story of his characters.

Changes in Prices

D. APPLETON & COMPANY

The Boy Scout Book of Stories, by F. K. Mathews was increased from \$2.25 to \$2.50.

Obituary Notes

JOHN HABBERTON, the author, died February 25. He was born February 24, 1842, was educated in the public school in Brooklyn and learned the printing trade in New York. He served as a private and as a lieutenant in the New York Volunteers from 1862-1865. He was in the counting-room of Harpers for a time and later went into business for himself. He was literary editor of the *Christian Union*, and was on the editorial staff of the New York *Herald* and of *Collier's Weekly*. His best known books were "Helen's Babies" and "Trif and Trixy," tho he was the author of a number of other books. His one play, "Deacon Crankett" was performed more than 500 times. Of "Helen's Babies," more than a quarter million copies were sold in this country after its publication in 1876. Those who knew him best knew him to be an exceptionally generous man. He adopted several children into his home at New Rochelle, where he lived many years, and he could not resist doing an act of kindness tho it were beyond his means.

JOSEPH M. STODDART, retired editor and publisher, died at his home in Elkins Park, near Philadelphia on February 25th. He was 75. Mr. Stoddart began his career as a publisher with the J. B. Lippincott Co. and for many years was editor of *Lippincott's Magazine*. Later he published *Stoddart's Review*, and at one time was editor of *Collier's Weekly*. In his time he published the works of several well-known authors. He retired fifteen years ago.

Obituary Correction

IN RECORDING in the issue of February 26th the death of Dr. Edwin R. Graham, the PUBLISHERS' WEEKLY spoke of his coming from the Chicago office of the Methodist Book Concern "to succeed Rev. Dr. George P. Mains, who had died." This last statement is a regrettable error, as Dr. Mains is still alive and active, serving as Publishing Agent Emeritus.

Communications

The Careless Mail Clerk

Editor, PUBLISHERS' WEEKLY:

Would you mind inserting a notice in your journal that the ordinary rate for letters to India is five cents for every one? We are receiving a lot of insufficiently paid letters by every mail and have to bear unnecessary expense for the mere negligence of the despatcher. We feel confident that a short notice will help a good deal in avoiding this item of unnecessary expenditure.

THE BOOK COMPANY, LTD.

Calcutta, India,
Jan. 6, 1921.

22,000,000 Copies

Bible House, New York City,
February 24th, 1921.

Editor PUBLISHERS' WEEKLY:

We regret to note in your informative article "Religious Books as Best Sellers" (in your issue of February 19th,) that you refer to Dr. Charles M. Sheldon's book, "In His Steps" 'as an extraordinary sale running over two million copies.'

The sale has exceeded over *twenty-two million* copies, and we have just published a new edition from new plates with a story of the story on how this really extraordinary sale came about in nineteen different languages.

We thought you would like a correction of the error in stating the sale of this book was only two million copies.

THE CHRISTIAN HERALD,
FRANK F. LOWELL,
Book Department.

Righteous Indignation

Birmingham, Ala., February 24, 1921.

Editor, PUBLISHERS' WEEKLY:

We note, with great surprise and a slight amount of amusement, that you have headed the list of towns needing book-shops with the name of Birmingham, Alabama.

If the PUBLISHERS' WEEKLY was not six months behind the time it would have known that in Birmingham, Alabama, there is located one of the liveliest book-shops in the United States. For confirmation of this fact consult any of the large publishing houses.

Yours very truly,

THE STUDIO BOOK SHOP,
M. B. Gottlieb,
Sec'y and Treas.

Periodical Notes

The *Literary Review*, published weekly by the New York *Evening Post*, is now coming out on heavier paper for separate distribution. This edition is stapled and is better for preservation than the issue that goes out with the Saturday evening paper.

Personal Notes

J. W. HILTMAN, head of D. Appleton & Company, and President of the National Association of Book Publishers, returns today from his trip to London and Paris.

Business Notes

EVERETT, WASHINGTON—R. V. Allen is starting in business here under the name of "The Book Nook." Publishers' lists of specialties, including "jobs" are wanted.

CRANBROOK, CANADA—The Cranbrook Drug and Book Co. has been purchased by F. J. Scott.

MACON, GEORGIA—The McEvoy Book and Stationery Co. is offering 25c. on the dollar.

The Weekly Record of New Publications

This list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date; otherwise simply "c." No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.) Tt. (32mo: 12½ cm.); Ff. (48mo: 10 cm.); sq., obl., nar., designate square, oblong, narrow.

Acheson, Arthur

Shakespeare's lost years in London; 1586-1592; giving new light on the pre-sonnet period; showing the inception of relations between Shakespeare and the Earl of Southampton and displaying John Florio as Sir John Falstaff. 8+261 p. O N. Y., Brentano's bds. \$5 n. [550 copies]

Partial contents: The Stratford days 1564-1586; Shakespeare and the scholars; The political purpose of King John. Index.

Aeschylus

Agamemnon; after the Greek of Aeschylus; by Locke Ellis. 91 p. D N. Y., Harcourt, Brace & Co. pap. \$1.75 n.

The Agamemnon of Aeschylus; tr. into rhyming prose with explanatory notes by Gilbert Murray. 16+91 p. O N. Y., Oxford Univ. Press. \$1.25

Allen, Plinette, comp.

Manual for pathfinder girls. 35 p. pls. D Phil., Am. Baptist Pub. Society pap. 25 c.

Antcliffe, Herbert

Short studies in the nature of music. 245 p. D (Library of music and musicians) N. Y., Dutton \$2 n.

Partial contents: The true programme music; Musical form and the symphonic poem; Religious emotion and music.

Austen, Jane

Pride and prejudice; ed. for school use by Benjamin R. Ward. 448 p. S (Lake English classics) c. '20 Chic., Scott, Foresman & Co., 623 S. Wabash Ave. 64 c. n.

Bagnold, Enid

The happy foreigner. 328 p. D c. '20 N. Y., Century Co. \$2 n.

A love story of devastated France after the Armistice.

Babson, Roger Ward

Fundamentals of prosperity. 95 p. D c. '20 N. Y., Revell \$1 n.

Balfour, Arthur James

Essays speculative and political. 10+241 p. O [c. '21] N. Y., Doran \$3 n.

Partial contents: Beauty and the criticism of beauty; Bergson's Creative evolution; Anglo-German relations; The freedom of the seas; The foundations of a durable peace, [the British reply to President Wilson]; A brief note on Zionism.

Ballard, C. W.

The elements of vegetable histology. 12+246 p. D c. N. Y., Wiley \$3 n.

Ballard, Harlan Hoge

The Tiler's jewel; with an ending by Captain William Haskell. 134 p. D [c. '21] Bost., The Stratford Co. \$1.50 n.

A Masonic novel, in which the time is that of last year, during the policemen's strike in Boston.

Beaconsfield, Benjamin Disraeli, 1st Earl of

A day book of Benjamin Disraeli; chosen by Mrs. Henry Head. 4+136 p. O N. Y., Oxford Univ. Press pap. \$1.50; \$1.75 n.

Beard, Daniel Carter

The American boys' handybook of camp-lore and woodcraft; with il. by the author. 8+270 p. il. pls. O (Woodcraft ser.) c. '20 Phil., Lippincott \$3 n.

Beers, Florence Constance

Lessons in psychology for the young; a plain treatment of the great essentials of psychology. 9+124 p. diags. D c. '20 N. Y., The Vail-Ballou Co., 200 Fifth Ave. \$1.65

Bing, Alexander M.

War-time strikes and their adjustment; with an introd. by Felix Adler. 9+329 p. D [c. '21] N. Y., Dutton \$2.50 n.

An account of the methods employed by the various Mediation Commissions to bring about increased production during the war, and which have a bearing on the subjects of strikes and strike-settlements today.

Blore, G. H.

Victorian worthies; sixteen biographies. 8+376 p. pors. O N. Y., Oxford Univ. Press. \$3.75 n.

Babson, Helen Corliss

The Finns in Lanesville, Mass. 12 p. O c. '20 (Studies in sociology; sociological monograph no. 13, v. 4, no. 1) Los Angeles, Cal., Univ. of Southern California pap. 15 c.

Benett, William

Freedom and liberty. 7+367 p. O N. Y., Ox-

ford Univ. Press \$6.25 n.

Boit, John

A new log of the Columbia; on the discovery of the Columbia River and Grays Harbor; ed. by Edmond S. Meany; reprinted from The Washington Historical Quarterly, v. 12, no. 1. 48 p. O '21 Seattle, Wash., Univ. of Washington Press pap. \$1

Boulton, B. C.

The manufacture and use of plywood and glue. 7+88 p. il. pls. tabs. diagrs. O N. Y., Pitman \$3

Altho originally intended for the aircraft industry, the subject matter may be applied to all branches of woodworking.

Braddy, Nella, ed.

Masterpieces of adventure; 4 v.; Stories of the sea and sky; Oriental stories; Stories of the desert places; Adventures within walls. various paging D c. Garden City, N. Y., Doubleday, Page \$5 n. set

Stories of Frank Norris, W. Clarke Russell, Donn Byrne, H. G. Dwight, Chekhov, Dickens, Stephen Crane, Thomas Hardy, W. H. Hudson and others.

Briggs, Thomas Henry, and others

Junior high school English; bk. 1 for the 7th grade. 14+399 p. col. front. D [c. '21] Bost., Ginn \$1.12 n.

Buck, Charles Neville

The roof tree; il. by Lee F. Conrey. 341 p. front. pls. D c. Garden City, N. Y., Doubleday, Page \$ 1.75 n.

A story of a Tennessee feud.

Burchardt, C. B.

Norwegian life and literature; English accounts and views especially in the 19th century. 8+230 p. O N. Y., Oxford Univ. Press \$5.25 n.

Burns, Emile

Modern finance. 64 p. O (World of to-day ser.) N. Y., Oxford Univ. Press \$1

Butler, George Frank

How the mind cures; a consideration of the relationship between your outside and your inside individualities and the influence they exercise upon each other for your physical and mental welfare. 286 p. D c. N. Y., Knopf \$2.50 n.

How to sleep, avoid worry, overcome nervousness, develop confidence, and to keep your body and mind "in tune."

Case, Francis H.

Handbook of church advertising. 186 p. pls. facsms. diagrs. O (The Abingdon religious educ. texts) [c. '21] N. Y. & Cin., Abingdon Press \$1.25 n.

Partial contents: Why advertise the church?; Who shall have charge of the church advertising?; What to advertise; Channels of publicity; How advertising builds the church; The goal of church advertising.

Claessens, August

The logic of socialism. 51 p. D [c. '21] N. Y., The Rand School of Social Science pap. 15 c.

Cole, George Douglas Howard

Guild socialism; a plan for economic democracy. 202 p. (1½ p. bibl.) D [c. '20] N. Y., Stokes \$1.60 n.

Partial contents: The demand for freedom; The Guild system in industry; Guild socialism in agriculture; The policy of transition; The international outlook.

Crothers, Samuel McChord

Ralph Waldo Emerson; how to know him. 234 p. front. (por.) D (How to know the authors) [c. '21] Indianapolis, Ind., Bobbs-Merrill \$2 n.

Partial contents: The approach to Emerson; The opener of doors; Emerson's elusive smile; Among his books; The fortunes of the poor.

Curwood, James Oliver

God's country; the trail to happiness. 122 p. D c. N. Y., Cosmopolitan Bk. Corporation, 119 W. 40th St. \$1.25

Four essays on the companionship of Nature.

Braby, M. K.

The logic of the unconscious mind. 14+316 p. O N. Y., Oxford Univ. Press \$6.40

Brooks, Alfred Hulse, and Lacroix, Alfred

The iron and associated industries of Lorraine, the Sarre district, Luxembourg, and Belgium. 131 p. (2¼ p. bibl.) tabs. map (in pocket) O (Dept. of the Interior, U. S. Geol. Survey, bull. 703) Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap.

Burghard, Frederick Francis, Kanavel, Allen Buckner, eds.

Oxford loose-leaf surgery; by various authors; 6 v.; 2nd ed. various paging col. pls. O (Oxford medical pub.) N. Y., Oxford Univ. Press \$75 n.

Burns, Robert Daniel

An Iroquois 20th century ceremony of appreciation; Mt. Hope Cemetery, Rochester, N. Y. various paging front. pls. O (Researches and transactions of the N. Y. State Archeological Assn., Lewis H. Morgan Chapter, Rochester, N. Y., v. 2, no. 4) '21 Rochester, N. Y., Lewis H. Morgan Chapter, 440 Powers Bldg. pap. 75 c.

Carlisle, Burlington Majors

The notary's manual; 7th ed.; based upon the sections of the California codes relating to notaries public; with extracts from and notes on State Supreme court decisions; also contains legal forms for the various notary's certificates and protest;

prepared by a member of the San Francisco bar. 216 p. S [c. '21] San Francisco, Cal., A. Carlisle & Co. \$3

Clark, W. O., and Riddell, C. W.

Exploratory drilling for water and use of ground water for irrigation in Steptoe Valley, Nevada; with an introd. by O. E. Meinzer. 70 p. pls. tabs. diagrs. (part fold.) maps (in pocket) O (Dept. of the Interior, U. S. Geol. Survey, Water-supply paper 467) Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap.

Cleland, Herdman Fitzgerald

Practical applications of geology and physiography; for use in the laboratory and class room. 69 p. il. diagrs. O [c. '20] North Adams, Mass., Excelsior Press pap. 60 c.; 85 c.

Craven, Lucile

Antony's oriental policy until the defeat of the Parthian expedition. 11+87 p. (2¼ p. bibl.) Q (Univ. of Mo. studies, v. 3, no. 2, Social science ser.) '20 Columbia, Mo., University of Missouri pap. \$1

Curtis, L., ed.

Papers relating to the application of the principle of Dyarchy to the Government of India; to which are appended the Report of the Joint Select Committee and the Government of India Act, 1919; with an introd. by [the editor]. 61 p. map O N. Y., Oxford Univ. Press \$14.15

Daggett, Windsor Pratt

A down-east Yankee from the district of Maine. 80 p. front. (por.) pls. facsms. O c. '20 Portland, Me., A. J. Huston, 92 Exchange St. pap. \$1; \$2.25

A collection of illustrated historical and biographical sketches of the state of Maine, during the early years of the 19th century.

Dent, John A., and Harper, Arthur C.

Kinematics and kinetics of machinery; a text-book for colleges and technical schools. 9+383 p. il. O c. N. Y., Wiley \$3.50 n.

Dunn, Joseph Allan Elphinstone

The man trap; front. by Ralph Pallen Coleman. 394 p. D c. Garden City, N. Y., Doubleday, Page \$1.75 n.

Adventure in the mining section of the southwestern desert country, in which there is the struggle of a young engineer against the evil forces of the territory.

Eggleston, Mrs. Margaret W.

Fireside stories for girls in their teens. 15+144 p. D [c. '21] N. Y., Doran \$1.50 n.

Evans, James W., and Harding, Gardner L.

Entertaining the American Army; the American stage and lyceum in the world war; with il. by Neysa McMein, Anita Parkhurst and Ethel Rundquist. 12+259 p. front. pors. pls. O c. N. Y., Assn. Press \$4 n.

The story of the difficulties under which the Y. M. C. A. operated in France to entertain the A. E. F. The volume contains full lists of the personnel in the Overseas Entertainment Department.

Fassett, James Hiram

The new Beacon primer; il. by Blanche Fisher Laite. 6+152 p. col. front. col. pls. D [c. '21] Bost., Ginn 75 c. n.

Fischer, Martin Henry

Oedema and nephritis; 3rd and enl. ed. 16+922 p. il. O [c. '10-'21] N. Y., Wiley \$10 n.

Fisher, Dorothea Frances Canfield [Mrs. John Redwood Fisher]

The brimming cup. 409 p. D '21 c. '19-'21 N. Y., Harcourt, Brace & Co. \$2 n.

The story of an American woman, who goes deep

into her heart to find out if a really honest love can survive.

Forbes, William Cameron

As to polo; 4th ed. 9+151 p. diagrs. O [c. '19] Bost., J. M. Forbes & Co., 614 Sears Bldg. priv. pr. \$3

Fuller, Edward M., ed.

Hymns for the King's children; a book for the Children's division of the Sunday school. 165 p. music D [c. '20] Phila., The Judson Press bds. 40 c.

Words and music of hymns for the grades of the Church school.

Galloway, Thomas Walton

The sex factor in human life; a study outline for college men. 142 p. (1½ p. bibl.) D (Pub. no. 320) [c. '21] N. Y., The American Social Hygiene Assn., 105 W. 40th St. \$1.25 n.

Gardiner, Alfred G.

The Anglo-American future. 64 p. D (The world of to-day) N. Y., Oxford Univ. Press \$1

Garrett, Garet

The blue wound [a novel]. 11+184 p. D c. N. Y., Putnam \$1.75 n.

Gilbert, Sir William Schwenck

Songs of two Sayoyards; words and il. by W. S. Gilbert; music by Arthur Sullivan. 9+267 p. O N. Y., Dutton \$6 n.

Sixty-six songs selected from the various Gilbert and Sullivan operas.

Greenwood, Josephine Heermans

Our heritage from the Old World. 11+449 p. il. pls. maps (endpapers) D [c. '21] N. Y., Appleton \$2 n.

A work showing influences which foreign civilization, from the earliest times, have had upon the making of America.

Hamsum, Knut

The growth of the soil; tr. from the Norwegian by W. W. Worster. 2 v. 304; 276 p. front. (por.) D '21 c. '17-'21 N. Y., Knopf \$5 n. bxd.

This is probably the novel for which the Nobel Prize was awarded in 1920.

Davis, Albert E.

Hypnotism and treatment by suggestion; 3rd ed. 196 p. D Chic., Chicago Medical Bk. Co. \$2 n.

Delaware corporations; a digest of the decisions and the law; 2nd ed. 86 p. O [c. '20] N. Y., United States Corporation Co., 65 Cedar St. pap. free to lawyers and libraries

Dunbar, Howard Wesley

Steadyrests, form grinding of plane surfaces. 48 p. il. D c. '20 Worcester, Mass., Norton Co. gratis

Ellis, Arthur Jackson

Mineral waters in 1919. various paging tabs. O (Dept. of the Interior, U. S. Geol. Survey) '21 Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap. Evermann, Barton Warren, and Clark, Howard Walton

Lake Maxinkuckee; a physical and biological survey 2 v. 660; 512 p. front. pls. (part col.) fold. map Q (Pub. no. 7) Indianapolis, Ind., The Dept. of Conservation \$5.25 to non-residents; \$3.50 to res. of Ind.

Ferris, Gordon Floyd

Report upon a collection of coccidae from lower

California. 62+132 p. Q (Univ. ser., biological sciences, v. 1, no. 2) Stanford University, Cal., The University pap. \$1

Scale insects of the Santa Cruz peninsula. 57 p. Q (Univ. ser. biological sciences, v. 1, no. 1) Stanford University, Cal., The University pap. \$1

Forest Glen, Maryland. National Park Seminary for Young Women

The lure of Washington. 70 p. col. front. il. col. pls. Q c. '20 Balt., Thomsen-Ellis Co. \$2.75

Griggs, Robert Fiske, and others

Scientific results of the Katmai expedition of the National Geographic Society, 1-X. various paging O (The Ohio State Univ. bull., v. 24, no. 15, Contrib. in Geographical exploration no. 1) Columbus, O., Ohio State Univ. pap. \$2 [500 copies]

Guthe, Karl Eugen

A possible solution of the number series on pages 51 to 58 of the Dresden codex. 31 p. (½ p. bibl.) O (Papers of the Peabody Museum of American archaeology and ethnology, Harvard Univ., v. 6, no. 2) c. Cambridge, Mass., Peabody Museum of Harvard Univ. pap. 80 c.

Harraden, Beatrice

Spring shall plant. 287 p. D [c. '21] N. Y., Doran \$2 n.

The story of the taming of a lovable shrew.

Hatters Supply House

Instructions in hat cleaning, renovating, and blocking; given by an expert hatter of long experience. 27 p. il. O '20 Chic., Hatters Supply House pap. \$5 n.

Hollander, Bernard

In search of the soul and the mechanism of thought, emotion, and conduct; a treatise in 2 v.; containing a brief but comprehensive history of the philosophical speculations and scientific researches from the ancient times to the present day as well as an original attempt to account for the mind and character of a man and establish the principles of a science of ethnology; v. 1, The history of philosophy and science from Ancient times to the present day; v. 2, The origin of the mental capacities and dispositions of man and their normal, abnormal and supernormal manifestations. 10+516; 7+361 p. O N. Y., Dutton \$20 n.

Horn, Holloway

Harlequinade; a novel. 125 p. D (Stokes' worth-while new author ser.) [c. '20] N. Y., Stokes \$1.25 n.

The story of young man in England who holds a Government position, and of the problems which confront him when he tries to break away from the narrow conventions which surround him.

Hull, E. M.

The sheik; a novel. 296 p. D [c. '21] Bost., Small, Maynard \$1.90 n.

A story of passionate love, with the scenes laid in the great desert.

Hunter, Hiram

Which one are you?; a conscience book for little folks [verse]. no paging col. pls. obl. D [c. '18] Rochester, N. Y., E. M. Leavens Co., Inc., 17 Elm St. \$1

Good manners, and morals are set forth in jingles. Formerly published by The Little Folks Publishing Co.

Irwin, Inez Haynes [Mrs. William Henry Ir-

win, formerly Inez Haynes Gillmore]

The story of the woman's party. 486 p. front. pls. O c. N. Y., Harcourt, Brace & Co. \$3.50 n.

The story of how the women of America, thru organized effort, won the ballot.

Jackson, Mrs. Gabrielle Emilie Snow

Peggy Stewart, navy girl at school. 5+333 p. D (Peggy Stewart, navy girl ser.) c. N. Y., Putnam \$1.75 n.

Jameson, Storm

Modern drama in Europe. 26+279 p. D c. '20 N. Y., Harcourt, Brace & Co. \$3 n.

Partial contents: Before Ibsen; The first phase of realism in the drama; While Ibsen came; The drama of Italy and Spain.

Jenkins, Burris Atkins

Princess Salome; a tale of the days of camel-bells; with a front. by Gale Hoskins. 352 p. D c. N. Y., Lippincott \$2 n.

Kawabé, Kisaburo

The press and politics in Japan. 170 p. D c. Chic., Univ. of Chicago Press \$2 n.

Kennedy, Arthur Garfield

The modern English verb-adverb combination. 51 p. (2 p. bibl.) O (The Univ. ser., language and literature, v. 1, no. 1) Stanford University, Cal., The University pap. 50 c.

Kephart, Horace

Camping and woodcraft; a handbook for vacation campers and for the travelers in the wilderness; two volumes in one; v. 1, Camping; v. 2, Woodcraft. [New ed.] various paging il. maps diagrs. tabs. S '21 c. '16-'21 N. Y., Macmillan \$3 n.

King, June Jamison

Soul; verse without punctuation. 8+99 p. front. (por.) D [c. '20] N. Y., [Author], The Fine Arts Guild, 27 W. 8th St. \$2.25 priv. pr.

Knudsen, K. A.

A text-book of gymnastics; tr. by Miss Ruth Herbert and H. G. Junker; rev. by Frank N. Purnard. 10+347 p. (3½ p. bibl.) il. pls. tabs. D Phil., Lippincott bds. \$2.50 n.

A book for the teacher of physical training for men, women and children. The author is chief inspector of gymnastics for Denmark.

Hilton, Harold

Plane algebraic curves. 16+388 p. O N. Y., Oxford Univ. Press \$12.60

Hooton, Earnest Albert

Indian village site and cemetery near Madisonville, Ohio; with notes on the artifacts by Charles C. Willoughby. 7+137 p. il. diagrs. tabs. fold. map O (Papers of the Peabody Museum of Ara. archaeology and ethnology, Harvard Univ., v. 8, no. 1) c. '20 Cambridge, Mass., Peabody Museum of Harvard Univ. pap. \$2.15

Hunziker, Otto Fred

Condensed milk and milk powder; 3rd ed., rev. and enl., prepared for the use of milk condenseries, dairy students and pure food departments. 17+424 p. il. O '20 La Grange, Ill., [Author] \$5.75

Jones, Benjamin E., and Burley, R. J.

Water supply of St. Mary and Milk rivers; 1898-1917; prepared under the direction of the U. S. Geological Survey, U. S. Reclamation Service, and

the Reclamation Service of Canada; reprinted by permission of the International Joint Commission. 590 p. tabs. pls. [16] fold. maps (in pocket) O (Dept. of the Interior, U. S. Geol. Survey, Water-supply paper 491) Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap.

Jordan, David Starr

The genera of fishes, pt. 4; from 1881 to 1920, 39 years; with the accepted type of each; a contribution to the stability of scientific nomenclature. various paging O (Univ. ser.) Stanford University, Cal., The University p p. \$1

Judge, William Q.

An epitome of theosophy. 35 p. D c. '20 Point Loma, Cal., Theosophical Pub. Co. pap. 15 c.

Kudo, Rokusaburo

Studies on myxosporidia; a synopsis of general and species of myxosporidia. 265 p. O (Ill. biological monographs, v. 5, nos. 3 and 4) c. '20 Urbana, Ill., Univ. of Illinois pap. \$3 n.

Korns, Lewis F.

Thoughts and how I came to write them. 75 p. D [c. '20] Bost., Cornhill Co. bds. \$1.50

Kummer, Frederic Arnold, and Christian, Mary

The pipes of yesterday; a novel. 224 p. D c. N. Y., Century Co. \$1.75 n.

A story of a great love, told thru letters.

La Guardia, Richard D.

A new English system for new American citizens; a direct didactic method of teaching English to newly made American citizens and to those who expect to become American citizens; [2 eds., Men's edition and Women's edition]. 75 p. il. O c. '20 Battle Creek, Mich., Ellis Pub. Co. pap. ea. 50 c.

Langston, L. H.

Practical bank operation; prepared by [author] under the direction of the Educational Committee of the National City Bank of New York; 2 v. 36+713 p. facsms. O c. N. Y., Ronald Press \$8 n. set

Routine banking operations for domestic and foreign departments of banks, as conducted by The National City Bank of New York.

Lawson, J. C.

Tales of Aegean intrigue. 8+271 p. front. (map) O [c. '21] N. Y., Dutton \$5 n.

The adventures of a British Intelligence Officer in Greece and its vicinity, during the late war.

Leadbitter, Eric

The road to nowhere. 318 p. D [c. '21] Phil., Jacobs \$2 n.

The story of the development of the children of an English tradesman, and the complications resulting from their association with the aristocracy.

Lee, James Wideman

The geography of genius. 24+293 p. front. (por.) D [c. '20] N. Y. & Chic., Revell \$2 n.

A posthumous work, in which Dr. Lee describes his travels in Europe at various times during his career.

Leigh, Ruth, pseud.

The human side of retail selling; a textbook for salespeople in retail stores and students of retail salesmanship and store organization; with an introd. by Ruth Fagundus. 21+228 p. front. pls. facsms. D c. N. Y., Appleton \$2 n.

Practical suggestions for retail salespeople in a drygoods store.

Lewis, Ervin Eugene

The common-word spellers; a two-book course in spelling for the common schools; Bk. 1, for the 1st, 2nd, 3rd, and 4th grades; Bk. 2, for the 5th, 6th, 7th, and 8th grades. 9+150; 7+184 p. fronts. D [c. '21] Bost.,

Ginn 50 c. n.; 60 c. n.

Lincoln, Natalie Sumner

The unseen ear. 299 p. front. D c. N. Y., Appleton \$2 n.

The story of a man who was mysteriously murdered in the library of his father's home, and the suspicion falls upon his sister, who is deaf, and who was in the room reading during the time of the crime.

Locke, William John

The mountebank. 320 p. D '21 c. '20 N. Y., J. Lane \$2 n.

The romance of a circus man who led a rollicking existence until the war came, and then changes came into his life, thru a great love.

Long, Constance Wakeford

The book of children's games; one hundred games for use in schools and play-centres. 54 p. diags. music D N. Y., Dutton bds. \$1.25 n.

Games for the schoolroom and playground.

Lull, Herbert Galen, and Wilson, H. B.

The redirection of high-school instruction. 286 p. (8¼ p. bibl.) diags. fold. chart D (Lippincott's school project ser.) [c. '21] Phil., Lippincott \$1.60 n.

McFadden, Gertrude Violet

The trusty servant. 6+422 p. D N. Y., J. Lane \$2.50 n.

A romance of Dorset, England, in which a lost reprieve causes an innocent man to be hanged. Thru remarkable circumstances he is not "hanged until he is dead," and, after many adventures, finds happiness.

McKenna, Stephen

The sixth sense. 7+288 p. D [c. '21] N. Y., Doran \$1.90 n.

A novel in which the author portrays the modern young woman in fashionable London.

Macnaughtan, Sarah Brown

My Canadian memories. 7+247 p. front. (por.) O '21 N. Y., Dutton \$5 n.

A posthumous story of a visit to Canada which was made by the author just before the war.

Maugham, William Somerset

The magician. 288 p. D [c. '08] N. Y., Doran \$1.90 n.

Published in 1908 by Duffield.

Mayers, Clayton W.

Estimating concrete buildings. 51 p. diags. tabs. O (Aberthaw texts) c. '20 Bost., Aberthaw Construction Co., 27 School St. \$1

Melchior, Roger Logan

Modern lessons on calculating machines; 3rd ed., rev., 1920. 63 p. tabs. obl. D [c. '17] Toledo, O., [Author], Tri-State Business Univ. \$1.75

Instructions for operating calculators by the touch method.

Lee, Arthur

Seventh grade reading for the public schools of Missouri; being selections required by the Missouri state course of study; with introd. and explanatory notes and study helps, also with lesson plans and suggestions to teachers and pupils. 459 p. il. music maps S (Riverside literature ser.) c. '20 Bost., Houghton Mifflin \$1 n.

Leete, John H.

The function of the public library in a democracy; [an address delivered at the annual meeting of the Pennsylvania State Educational Assn. in Philadelphia in December, 1919]. 2nd ed. 20 p. D '20 Pittsburgh, Pa., Carnegie Library pap.

Longstreth, Bertha Pearl

Miami Pitmanic shorthand instructor for use in schools and colleges and for home study. 84 p. D c. '20 Dayton, O., [Author], 24 W. 4th St. \$1.55

Morris, Charles

A history of the United States of America, its people and its institutions; with maps and illustrations. 11+613 p. (2 p. bibl.) front. il. maps D c. '20 Phil., Lippincott \$1.32 n.

Myers, Charles Samuel

Mind and work; the psychological factors in industry and commerce. 11+175 p. D c. N. Y., Putnam \$1.75 n.

Partial contents: Movement study; Fatigue study; Restriction of output; Industrial unrest.

Nelson, Mrs. Alice Ruth Moore Dunbar, ed.

The Dunbar speaker and entertainer, containing the best prose and poetic selections by and about the negro race; with programs arranged for special entertainments; with an introd. by Leslie Pinckney Hill. 288 p. front. il. pls. pors. O c. '20 Naperville, Ill., J. L. Nichols & Co. \$2.50 n.

Selections are divided into juvenile (humorous and serious), dramatic, oratorical and commemorative.

Nevinson, Henry Woodd

Original sinners. 10+204 p. D N. Y., Huebsch \$1.75 n.

Eight short stories.

Norton, Franklin P.

Six dramas of American romance and history. 42 p. Q c. '20 N. Y., The Schulte Press, 80 Fourth Ave. pap. 40 c. n.

Noyes, Pierrepont B.

While Europe waits for peace; describing the progress of economic and political demoralization in Europe during the year of American hesitation. 99 p. D c. N. Y., Macmillan \$1.50 n.

The author was American Rhineland Commissioner, April 1919 to June 1920.

Oldmeadow, Ernest James

The hare. 424 p. D c. N. Y., Century Co. \$2 n.

Minnesota. Department of Labor and Industries

17th biennial report of the Department of Labor and Industries of the State of Minnesota; 1919-1920. 178 p. tabs. O Minneapolis, Minn., State of Minn., Dept. of Labor and Industries pap. gratis

Minnesota. University

Mining directory of Minnesota for 1920. 153 p. maps S (Univ. of Minn. School of Mines, Experiment Station) c. '20 Minneapolis, Minn., University of Minnesota pap.

Mitchell, Samuel Alfred, and others

Parallaxes of 260 stars; derived from photographs made at the Leander McCormick observatory. 695 p. front. tabs. Q (Columbia Univ. pub. no. 9, of the Ernest Kempton Adams fund for physical research) c. '20 N. Y., Lemcke & Buechner, 30-32 E. 20th St. pap. \$3

Mookerji, Radhakumud

Local government in Ancient India; with a foreword by the Marquess of Crewe; 2nd ed., rev. and enl. 28+338 p. O (Mysore Univ. studies, no. 1) N. Y., Oxford Univ. Press. \$5.65

Newburyport, Mass. Institution for Savings

A century of the Institution for Savings in Newburyport and its vicinity; 1820 to 1920; printed in commemoration of the 100th anniversary of its opening, April 5th, 1920. 44 p. front. pors. pls.

A novel in which Coggin, the hero of another story, appears grownup, and much in love with life, music, a woman and with God.

Onions, Oliver

A case in camera. 320 p. D '21 c. '20-'21 N. Y., Macmillan \$2 n.

A murder mystery story in which a man is accused of killing his friend, under singular circumstances. The scene is laid in Chelsea, England.

Ostrander, Isabel Egerton [Robert Orr Chipperfield, Douglas Grant, pseud.]

The man in the jury box. 324 p. D c. N. Y., McBride \$2 n.

The story of the mysterious murder of a man who had many enemies, among whom there were some who wished him dead.

Oyen, Henry, i.e., Olaf Henry

Twisted trails. 304 p. D [c. '21] N. Y., Doran \$1.75 n.

A romance of love and intrigue with the scene laid in Louisiana.

Park, Whyrill E.

A treatise on airscrews. 12+308 p. front. tabs. pls. diagrs. (part fold.) O (The directly useful technical ser.) '21 N. Y., Dutton \$8 n.

A study of the problems of airscrew propeller design and construction.

Peek, Frank William, jr.

Dielectric phenomena in high voltage engineering; 2nd ed., [including new data]. 15+281 p. il. pls. diagrs. O c. '20 N. Y., McGraw-Hill \$3.50 n.

Phillips, Philip Lee, comp.

A list of geographical atlases in the Library of Congress; v. 4, titles 4088-5324; with bibliographical notes. 162+639 p. O '20 Wash., D. C., Gov. Pr. Off., Supt. of Doc. \$1.25

Pierce, William Dwight, ed.

Sanitary entomology. various paging O (Studies in science) c. '20 Bost., Badger \$10 n.

facsms. O Newburyport, Mass., Institution for Savings pap. gratis

Nordenskiöld, Erland

The changes in the material culture of two Indian tribes under the influence of new surroundings. 16+246 p. il. maps O (Comparative ethnographical studies, 11) N. Y., Oxford Univ. Press pap. \$9

North Carolina. University

The state university and the new South; being the proceedings of the inauguration of Harry Woodburn Chase as president of the University of North Carolina. 104 p. O '20 Chapel Hill, N. C., Univ. of North Carolina, pap. 50 c.

Oxford University calendar for the year 1921. 26+711 p. O N. Y., Oxford Univ. Press \$6.75

Palmer, Harold S.

Ground water in the Norwalk, Suffield, and Glastonbury areas, Connecticut; prepared in co-operation with the Conn. Geol. and Nat. Hist. Survey. 171 p. pls. maps (part. fold. and part. in pocket) O (Dept. of the Interior, U. S. Geol. Survey, Water-supply paper 470) Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap. 65 c.

Pan American (The) Union

Commerce of Nicaragua for 1919. 7 p. tabs. O '20 Wash., D. C., The Pan American Union pap. gratis

Pratt, Sereno Stansbury

The work of Wall Street; an account of the functions, methods and history of the New York money and stock markets; 3rd ed., rev. and enl. by John Franklin Crowell. 25+447 p. (with bibl.) facsms. (part fold.) D '21 c. '03-'21 N. Y., Appleton \$3.50 n.

Problem (The) of Christian unity, by various writers. 7+127 p. D (Christian Unity Foundation ser.) c. N. Y., Macmillan \$1.75 n.

Addresses by Rev. S. Parkes Cadman, Rev. Arthur C. McGiffert, Bishop William F. McDowell, Bishop Ethelbert Talbot and others.

Rathbun, John B.

Aeroplane engines in theory and practice; including notes on the design, thermo-dynamic calculations and constructional details of all types of aeronautic engines and their accessories; a comprehensive, il. manual of self-instruction for designers, aeroplane constructors, and students; adapted either for schools or home study courses; details and dimensions of the Liberty twelve engine. 464 p. front. il. pls. diagrs. (part fold.) D [c. '21] Chic., Stanton & Van Vliet Co., 501 Plymouth Pl. \$3.50 n.

Reference (The) catalogue of current [British] literature; containing the full titles of books now in print and on sale; with an index containing about 200,000 references; 1920; 3 v. various paging O N. Y., R. R. Bowker Co., 62 W. 45th St. 1/2 leath. \$15 n.

Roberts, Morley

Hearts of women; [a novel]. 269 p. D '20 N. Y., Brentano's \$1.90 n.

Robinson, Charles Mulford

The city sleeps [verse]. 129 p. front. (por.) D [c. '20] Bost., Cornhill Co. \$1.50 n.

Ryskind, Morrie

Unaccustomed as I am [verse]. 3+121 p. D c. N. Y., Knopf \$1.50 n.

Safroni-Middleton, A.

Sestrina; a romance of the South Seas. 256 p. D N. Y., Doran \$2 n.

Schuster, Arthur, and Shipley, Arthur Everett

Britain's heritage of science. 15+334 p. front. (por.) pors. D N. Y., Dutton \$5 n.

Appreciations of the scientific achievements of Sir Isaac Newton, Michael Faraday, James Clerk Maxwell, Lord Kelvin, Charles Darwin and others.

Shanahan, E. W.

Animal foodstuffs; their production and consumption; with a special reference to the British Empire; a study in economic geography and agricultural economics. 8+331 p. (3 p. bibl.) tabs. O N. Y., Dutton \$5 n.

Shelly, Joseph Atkinson

Patternmaking; a treatise on the construction and application of patterns; including the use of woodworking tools; the art of joinery, wood turning, and various methods of building patterns and core-boxes of different types. 10+341 p. il. diagrs. O (Green ser.) c. '20 N. Y., The Industrial Press \$3

Skilling, William Thompson

Nature-study agriculture; a textbook for beginners; il. from photographs and drawings. 7+332 p. front. D (New-world agric. ser.) '20 Yonkers, N. Y., World Bk. Co., 333 Park Hill \$1.68 n.

Smedley, Emma

The school lunch; its organization and management in Philadelphia. 15+164 p. (2 1/2 p. bibl.) front. pls. forms (part fold.) D [c. '20] Media, Pa., [Author], 6 East Front St. \$3

A detailed account of personnel plans, and equipment needed to operate school lunchrooms.

Smith, Charles Alphonso

Edgar Allan Poe; how to know him. 350 p. front. (por.) D (How to know the authors) [c. '21] Indianapolis, Ind., Bobbs-Merrill \$2 n.

A study of Poe, the man, and a critical analysis of his works.

Smith, John Warren

Agricultural meteorology; the effect of weather on crops. 24+304 p. maps tabs. diagrs. charts D (Rural text-book ser.) c. '20 N. Y., Macmillan \$2.40 n.

Smith, Preserved

The age of the reformation. 12+861 p. (68 p. bibl.) O (American hist. ser.) c. '20 N. Y., Holt \$5 n.; library ed. \$6 n.

A study of the Reformation in its relations to the economic and intellectual revolutions of the 16th century.

Procès-Verbaux de la première session tenue à Washington 29 Décembre 1915 au 8 Janvier 1916. 145 p. O (Carnegie Endowment for International Peace) N. Y., Oxford Univ. Press \$1

Rutherford, Joseph F.

Millions now living will never die. 124 p. D [c. '20] Brooklyn, N. Y., International Bible Students Assn. pap. 25 c.

Salonius, A. H.

Vitae patrum; kritische untersuchungen über text, syntax und wortschatz der spätlateinischen vitae patrum, B. 3, 5, 6, 7; [with bibliography]. 12+456 p. O (Acta societatis humaniorum litterarum lundensis, 11) N. Y., Oxford Univ. Press \$12.60

Sellers, William & Co., Injector Dept.

Locomotive injectors and boiler attachments; 1920 ed. 95 p. front. pls. tabs. Q c. '20 Phil., William Sellers & Co., 1600 Hamilton St. bds. apply

Siebert, Wilbur Henry

The loyalists of Pennsylvania. 117 p. O (The Ohio state univ. bull., v. 24, no. 23) '20 Columbus, O., Ohio State Univ., Dept. of European History pap. \$1.50

Smith, Jay Braisted Roe, ed.

New York laws affecting business corporations; containing the business corporations law, General corporation law, Stock corporation law, Applying provisions of the tax law, including the Stock transfer tax act, and The uniform stock transfer act and a Synoptic analysis; rev. to Jan. 1, 1921. 32+223 p. O [c. '21] N. Y., United States Corporation Co. pap. \$2

Smith, Sydney Ure, and others, eds.

The art of Arthur Streeton; special number of *Art in Australia*. 20 p. [56] pls. (part col.) Q N. Y., Oxford Univ. Press \$2 n.

Snedden, David Samuel

Sociological determination of objectives in education. 322 p. D [c. '21] N. Y., Lippincott \$2.50 n.

Partial contents: The high school of tomorrow; The objectives of mathematics, physics, graphic and plastic arts, social education, [4 chapters]; The social objectives of vocational education.

Spalding, Frederick Putnam

Masonry structures. 10+404 p. O c. N. Y., Wiley \$3.50 n.

Starrett, Vincent

Ambrose Bierce. 50 p. D c. '20 Chic., Walter M. Hill, 22 E. Washington St. \$2 n. [250 copies]

Still, Alfred

Principles of electrical design, d. c. and a. c. generators; 2nd ed. 16+365 p. il. diagrs. O c. '21 N. Y., McGraw-Hill \$3 n.

Stockdale, Fairbank B.

The future life; fact and fancies. III p. D [c. '21] N. Y. & Cin., Abingdon Press \$1 n.

Partial contents: The basis of Christian thinking; The habit of life; The leaps of life; Mediums [Ouija boards etc.]; The silent answer.

Stone, James Kent

An awakening and what followed. 321 p. D Notre Dame, Ind., The Ave Marie \$1.50

The story of the conversion of the author to the Roman Catholic Faith.

Strange, William Lumisden

Notes on irrigation, roads, and buildings; and on the water supply of towns. 23+849 p. (2 p. bibl.) diagrs. (part fold.) O N. Y., Dutton \$18 n.

The author was formerly a chief engineer in Sind, India.

Thomsen, T. C.

The practice of lubrication; an engineering treatise on the origin, nature and testing of lubricants, their selection, application, and use. 11+607 p. il. O c. '20 N. Y., McGraw-Hill \$6 n.

Thomson, John Arthur

Natural history studies; an anthology from the author's own works. 244 p. il. D c. N. Y., Holt \$2 n.

Stories of plant and animal life for the four seasons.

Tixeront, J.

A handbook of patrology; authorized tr. based upon the 4th French ed. 4+380 p. O c. '20 St. Louis, Mo., B. Herder Bk. Co., 17 S. B'way \$2.50 n.

Tomkeyeff, Serge, tr.

A short history of Russian literature; tr. from the Russian of Shakhnovski; with a supplementary chapter bringing the work down to date; written especially for this book by [the translator]. 180 p. D N. Y., Dutton \$2 n.

A survey of Russian literature from the oldest

documents of Slavonic speech down to the latest writings of Ropshin.

Train, Arthur Cheney

As it was in the beginning. 145 p. D '21 c. '20-'21 N. Y., Macmillan \$1.75 n.

A story of love and business, with the plot laid in England.

Vachell, Horace Annesley

The fourth dimension. 305 p. D [c. '20] N. Y. Doran \$2 n.

A story in which the question is asked "Is a professional career for a woman compatible with domestic happiness?"

Vilmorin-Andrieux et cie

The vegetable garden; il., descriptions, and culture of the garden vegetables of cold and temperate climates; English ed., pub. under the direction of W. Robinson; with an addendum by W. P. Thomson; 3rd ed. 19+805 p. il. O '20 N. Y., Dutton \$10 n.

Voronoff, Dr. Serge

Life; a study of the means of restoring vital energy and prolonging life; tr. by Evelyn Bostwick Voronoff. 20+160 p. il. pls. O [c. '20] N. Y., Dutton \$3.50 n.

Walker, A. H., and Walker, Horace

Conjuring tricks. 147 p. il. diagrs. D N. Y., Dutton \$2 n.

Partial contents: Tricks with handkerchiefs and flags; Thought reading and spiritualistic tricks; Stage tricks and illusions.

Ware, Christine

The boy who lost his name. 122 p. D [c. '21] N. Y. & Cin., The Abingdon Press \$1 n.

A story of character development for boys and girls.

Weaver, John V. A.

In American—poems. 80 p. D c. N. Y., Knopf \$1.50 n.

West, Julius

A history of the Chartist movement; introductory memoir by J. G. Squire. 216 p. O c. '20 Bost., Houghton Mifflin \$4 n.

White, Eliza Orne

The strange year; il. by Alice B. Preston. 146 p. D c. '20 Bost., Houghton Mifflin \$1.65 n.

Witt, Robert Clermont

How to look at pictures; new ed.; with additional chapter. 16+183 p. pls. D '21 N. Y., Harcourt, Brace & Co. \$2 n.

Formerly published in America by Macmillan in 1902, and by Putnam in 1906.

Young, Florence Ethel Mills

Imprudence. 317 p. D N. Y., Doran \$1.90 n.

A novel in which a wealthy girl struggles to shake off the environment that is stealing her youth.

Zangwill, Israel

The voice of Jerusalem. 368 p. O '21 c. '20-'21 N. Y., Macmillan \$3 n.

Partial contents: The position of Judaism; Songs of the Synagogue; Shylock and other stage Jews; The Polish-Jewish problem; The majesty of Armenia.

Tingley, Katherine

The mystical Christ. 12 p. D '20 Point Loma, Cal., Theosophical Pub. Co. pap. 15 c.

Van Ess, John

An aid to practical written Arabic. 8+384 p. O N. Y., Oxford Univ. Press \$9.45

The Publishers' Weekly

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Two Valuable Library Lists for Publishers

We have a limited number of copies of two newly compiled lists of Special Libraries (those established in business offices, institutions, etc.). One contains the addresses of 246 in the City of New York; the other has addresses of 107 in Philadelphia and vicinity. We offer copies of the two for \$1.00.

The Publishers' Weekly

Rare Books, Autographs and Prints

THE Walpole Galleries are paying a great deal of attention this season to find print sales, and the success with which Mr. and Mrs. Turnbull are meeting in this new field is the result of efficient management and well-earned confidence.

A notable collection of fine Persian, Indo-Persian and Indian manuscripts and miniatures will be sold at Sotheby's, in London, March 7. The need of money and prevailing high prices in art and literary lines are bringing material into the auction rooms of Europe and America from all parts of the world.

The collection of etchings belonging to Herschel V. Jones, of Minneapolis, which will be sold soon at the Anderson Galleries, is one of the most important ever offered at public sale in this country. It is especially remarkable for its zorns and fine impressions of the old masters of etching.

Many public and university libraries make their annual reports early in the year. A noticeable feature of the reports now appearing is the constant announcement of additions of important rarities by gift. The permanent looking up of rare literary material in the institutions in this country is proceeding at a prodigious rate, realized by very few.

Hatchards, London, rare book dealers, have just issued a catalog of sporting books, old and modern, together with a fine collection of books with colored plates by Aiken, Rowlandson, Cruikshank and other artists of the period, that is of special interest to collectors in this field. It contains 1375 lots, on a great variety of sporting subjects, with many items of special rarity.

An interesting Keats exhibition is now being held by the Boston Public Library. Among the association books is a copy of "Poems," 1817, in the original boards, uncut and unopened bearing on its title in Keats's hand writing: "To W. Wordsworth with the Author's sincere reverence." It would appear from the unopened pages that the poet laureate did not appreciate the gift of the poet enough even to glance thru its pages.

The fourth part of selections and purchases from the stock of George D. Smith, sold at the Anderson Galleries, February 23 and 24, by order of his estate, was made up mainly of miscellaneous booksellers' stock of moderate value. As might be expected, some of the prices were low. The great stock of this famous book-shop, thru private and public sale, is fast being dispersed and so far has had no disturbing effect upon the rare book market. Of course it has been done with a great deal of skill, but no amount of knowledge of the market could have sufficed if the real market had not existed.

If the Soviet government continues its present attitude toward the private ownership of books it is predicted that there will be an exodus of Russian scholars and writers to Paris and New York and possibly Washington. The Congressional Library would furnish excellent facilities for library work. It has the most extensive collection of Russian books outside of Russia. It includes manuscript records of the early Russian settlement in Alaska and in pure literature it includes the best edition of every important Russian writer. Even the arts are fairly represented, notably by a set of the Ravinsk publications, perhaps the most complete in existence.

The Boston *Transcript* of February 16, devoted eight pages to an annual review and general news along rare and old book lines. A year ago, or a little more, it issued a rare book section, the first we believe ever issued by a daily newspaper and this repetition of the idea indicates that this may become a regular annual feature. If so it will strengthen the hold which the *Transcript* has upon all who have to do with rare books. The *Transcript* holds a unique position among newspapers on account of the attention it has given to bibliographical and general news of interest to collectors and the rare book-trade. The service which George H. Sargent has rendered in this connection is now being widely recognized and appreciated.

Mrs. Flora V. Livingston, of the Widener Memorial Library of Harvard University, has made a valuable contribution to bibliography in a privately printed work entitled, "Swinburne's Proof Sheets and American First Editions. Bibliographical data relating to a few of the publications of Algernon Charles Swinburne with notes on the priority of certain claimants to the distinction of *Editio Principes*." Mrs. Livingston has made a painstaking examination of the "Bibliography of Swinburne" privately printed by Thomas J. Wise, in 1918. This work has been checked up with the Swinburne collections in Harvard University and other institutions and private collections and has resulted in furnishing additional data especially relating to the American editions some of which were earlier than the English editions which Mr. Wise distinguishes as *editiones principes*. Mrs. Livingston says it is likely that a more extended comparison would probably show other unrecorded treasures.

A public meeting of the Robert Louis Stevenson Club, founded in Edinburgh about a year ago, was recently held in Glasgow. The objects of the club which have been formulated with care, were outlined by J. Mullo Weir, honorary secretary, and include (1) the holding of meetings of members at which lectures and addresses may be given on subjects

bearing on the life and work of Robert Louis Stevenson; (2) the collection by gift, purchase, and bequest of manuscripts, letters, portraits, and other articles connected with Stevenson, his family circle, and friends; the formation of a library of the different editions of his works and of standard literature dealing with his life and works and the exhibition to the public of the collections so formed; and (3) the fostering of interest in Stevenson's life and works in the schools and universities of Scotland by the establishment of prizes, scholarships, etc. The growth of the club in a single year has been remarkable. It started with fifty members, in less than two months had 300 on its roll, and the number has now reached 700. There are members not only in Scotland and England but in all parts of the world including America, Honolulu and the Philippine Islands. Important gifts have already been received toward the club's collection of Stevensoniana, and many other contributions are under promise either of gift or loan.

Leslie Chaundy & Co., rare book dealers of London, in a handsomely printed catalog of miscellaneous rare books, in a foreword, has this to say about catalog printing: "It seems to us that usually a catalog is a one-sided arrangement. It is compiled to sell something and sell that something in a hurry. In nine cases out of ten it is badly arranged and carelessly printed on poor paper. That may do very well for articles in daily use which are easily replaceable, but in the case of books, whether old or new, a poorly produced catalog degrades the transaction to a much lower level. There is no getting away from the fact that fine books are a luxury; therefore some pains should be taken in the selling and buying of them. A casual glance down a catalog which is then thrown in the waste paper basket, is not enough. It is a subject which requires careful thought. So pains should be taken. There are obvious advantages on both sides. The recipient knows that a carefully compiled catalog proves that the shopman showing off his wares obviously loves his business, and so the books will be carefully chosen and will be in fine condition. The shopman knows on the other hand, that an attractive, and above all a true description, will bring in more business. The difference in actual cost between a badly and a well-produced catalog is so infinitesimal that no extra price has to be added on the books to pay for the cost of production. F. M. H.

Auction Calendar

Saturday afternoon, March 5th, at 1:15 o'clock.
American broadsides, including many important items. (No. 116; Items 189.) Heartman Auction Co., 31½ Merchants Row, Rutland, Vt.

Catalogs Received

Books in general literature. (No. 904; Items 362.)
Lowe, Brothers, 45, Newhall Street, Birmingham, England.
Canadiana and Americana, books and pamphlets. (Items 368.) A. H. O'Brien, 1 Hawthorne Avenue, Toronto, Canada.

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Summerville, John, Works of.
Von Schmid, Canary Birds.
Watts, Dr. I., Works of.
Yonge, Charlotte M., Aunt Charlotte's Stories of
French History, 1877 (?).
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Irving's Knickerbockers New York, first ed.
Altar Book, 1892, pub. Updike.
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 Mass. Hist. Soc. Collections, 5th ser., vol. 7.
 Masters in Art, August, 1908.

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ory, 1911, Washington, Gov. Printing Office.

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 Swan, Girls' Christian Names.

Publication Book Store, 427-16th St., Denver, Colo.
 Cumulation Book Index, 1912 to 1917.

Putnam's, 2 West 45th St., New York

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 Hunecker, Painted Vales.
 Lockwood, Colonial Furniture, 2 vols.
 Dog and the Child and the Ancient Sailor Man.
 Boegli, Forward.
 James, Washington Square.
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 Stevenson, Art of Velasquez.
 Whitman, Works, 10 vols.
 Beach, Spoilers, illus. ed.
 Godwin, Poems of Wm. Cullen Bryant, 2 vols.
 Young Folks, January, 1868, or whole vol., 1868.

Raymer's, 5 N. Division St., Grand Rapids, Mich.
 Moments in Art, A. C. McClurg Co.
 Early History of Ipswich, Mass., Hammet.
 Concord in Colonial Days, Wolcott.

Peter Reilly, 133 N. Thirteenth St., Philadelphia

Berkeley, Works, Bohn Library.
 Ponce de Leon's English-Spanish Technological Dictionary, ed. of 1892 or 1893.
 Saxe's Fun Among the Poets.
 Kant, Principles of Politics.
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 Magner, D., Facts for Horse Owners.
 Golden Days, bound vols.
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 Russell, W. C., Flying Dutchman.
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 Davis, A. J., Nature's Divine Revelations.
 Harris, Mrs., Circuit Rider's Widow.

Rosenbach Co., 1320 Walnut St., Philadelphia
 Buxton Forman, Keats, 5 vols., 1908.

Harold G. Rugg, Hanover, N. H.

Hunt's Engraving, The Bathers.
 Books on printing, private presses.

St. Paul Book & Stationery Co., 55 E. 6th St., St. Paul, Minn.

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Books on making all kinds of beverages.

Schoenhof's French Bookshop, 15 Beacon St., Boston
Peacock, Thomas Love, Letters to Edward Hookham and P. P. Shelley, with fragments of unpublished mss.
Bibliophile Society, Boston, 1910.

Schulte's Book Store, 80 Fourth Ave., New York
Bexendale, Dictionary of Anecdotes, 1896 ed.
Jowett's Plato, complete ed.
Africa's Forest Jungle, Rev. R. H. Stone.
The Way, G. W. Pepper.
An Unknown People in an Unknown Land, W. Barbrooke Grubb.

Scrantom, Wetmore & Co., Rochester, N. Y.
Narrative of the Captivity and Adventures of John Tanner, New York, 1830.

Charles Scribner's Sons, 5th Ave. at 48th St., N. Y.
Carroll, Rhyme and Reason, Macmillan.
Holden, Mogul Emperors of Hindustan.
Masters, E. L., Spoon River Anthology, 1st ed.
Maupassant, Pierre and Jeanne, Brentano.
Peck Genealogy, pub. Mudge, Boston, 1868.
Reynolds, Man Who Won, Brentano.
Riordan, Plunkett of Tammany Hall, McClure.
Rives, The Castaway.
Uzanne, Fashion in Paris in the XIX Century.
Waller, English for Italians, Brentano.
White, First Hague Conference, latest ed., American Peace Society, Washington.

Crowe & Cavalcaselle, Life of Raphael.
Du Cane, Flowers and Gardens of Japan, London, Black.

Du Cane, Flowers and Gardens of Madeira, London, Black.

Educational Review, 1891-99, vol. 1, latest ed., Educ. Rev. Pub. Co.

Educational Review, Analytical Index to vols. 1 to 25, Jan., 1891, to May, 1903, latest ed., Educ. Rev. Pub. Co.

Educational Review, May, 1903, vols. 26 to 50, June, 1903 to Dec., 1915, latest ed., Educ. Rev. Pub. Co.

Gissing, Our Friend the Charlatan, Holt.
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Scott, Texts of the Peace Conference at the Hague, 1899-1907, with English translation and appendix of related documents, latest ed., Ginn.

Taft, Present Day Problems. A Collection of Addresses, latest ed., Dodd.

Van Gogh, Letters of a Post Impressionist, Houghton, Mifflin.

Allen, G., Evolution in Italian Art, Wessels, 1908.
Andrews, W. L., An English XIX Century Sportsman and Bibliophile, Dodd, Mead, 1906.

Brooke, S. A., Four Victorian Poets, Putnam.
Brown, A. F., Sylviculture in the Tropics, Macmillan.

Brownell, W. C., French Art, large illus. ed., Scribner, 1901.

Burgess, Political Science and Comparative Constitutional Law, 2 vols., latest ed.

Calderwood, Life of the Salmon, Longmans.
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Country Life, English, Aug. 28th, 1920.

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De Soto, Journey of De Soto, Barnes, 1904, Trail-maker's Series.

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Joly, L. H., Legend in Japanese Art.

Lauffer, Pottery of the Han Dynasty, Leyden, 1908.

Leger, History of Austria-Hungary to 1899, Putnam.

Lewis, M., Ethics of Wagner's Ring of the Nibelungs, Putnam.

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McNab, J., The Clan Mac Nab, Edinburgh, 1907.

Millais, Manuals of Great Britain and Ireland.

Osgood, American Colonies in the 17th Century, Macmillan, 2 vols.

Peasant Art in Austria-Hungary.

Peasant Art in Sweden.

Petrie, Historical Scarabs, Nutt, 1889.

Philippine Journal of Science, March, 1919.

Planche, Pursuivant of Arms.

Poore, Pictorial Composition.

Sargent, Economic Policy of Colbert, Longmans.

Service Book of Greco-Russian Church, trans. by Haggood, Houghton.

Sexton, Stories of California, Macmillan.

Sheehan, Passport Invisible, Doran.

Stevenson, St. Ives, vol. 21, Thistle ed.

Swedenborg, Gist of Swedenborg, Lippincott.

Swinnerton, R. L. Stevenson, Kennerley.

Taft, Presidential Addresses and State Papers from March 4th, 1909, to March 4th, 1910, Doubleday.

Taylor, I., The House of the Wizard.

Watson, J., Ian Mac Laren, Cure of Souls, Beecher Lectures, Doran.

Webster, Quilts, Their Story and How to Make Them, Doubleday.

West, L., The Natural Trout Fly and Its Imitations.

Wilkins, By Desert Ways to Baghdad, Estes, Page.

Scruggs-Vandervoort, Olive & Ninth Sts., St. Louis

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Visits of Elizabeth, Vicissitudes of Evangeline, Elinor Glyn.

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Das Rheingold, Rackham illustrations.

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 Hegel, Philos. of Relig., 3 vols., tr. Speirs.
 Hegel, Hist. of Philos., 2 vols., tr. Haldane.
 History of American Thought.
 Caffin, Photog. as a Fine Art, 1901.
 Hone, W., Anc. Mysteries Describ., 1823.
 Journal of Philos., Psychol. & Sci. Method.
 Lacroix, Manners, etc., During Middle Ages.
 Leibniz, Philos. Works, 2nd ed., Little.
 Mencken, H. L., American Language.
 Mental Hygiene, Albany, N. Y.
 Merz, Hist. of European Thought, 4 vols.
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Stewart & Kidd Co., Cincinnati, Ohio

- The Crucifixion, by an Eye Witness.
 Sumis, Some Strange Corners of Our Country.
 Dix, Miranda.
 Cathedral Cities of England, by Geo. Gilbert, 1905, illustrated by Collins.

Stix, Baer & Fuller, St. Louis, Mo.

- Shakespeare on the Stage, 1st and 2nd vols.
 Schopenhauer Essays, edited by Wiley, pub. by Eckler, 2 copies.
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L. M. Thompson, 29 Broadway, New York

- English Notes, Boston Daily Mail Office, 1842.
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 Boys' and Girls' Bookshelf.

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Weitenkamp, How to Appreciate Prints.

University of Oregon Library, Eugene, Ore.

Fitch, Clyde, Cowboy and the Lady.
Clement, E. W., Handbook of Modern Japan.

University of South Dakota Library, Vermillion, S. D.

Journal of Geography, vol. 2, Dec. 1903, vol. 3, Apr., May, Sept., 1904.
Educational Review, vol. 52, June, 1916.
Journal of Geology, vol. 4, Jan. and Sept., 1896.
U. S. Dept. of Labor Bul. 201, 86, 200, 205, 209, 210.

University of Vermont Library, Burlington, Vt.

Market Growers' Journal, May 1st, 1920.
Spectator, Jan. 24, 1920.

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Bryce, American Government, Commonwealth.
Finley, Wyandot Missions.
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Hamilton, Federalist.
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Sabins, Dictionary Americana.

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Story of France, Watson, author.
Encyclopedia Britannica, 8th ed. or earlier, cloth or leather.
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Eastman's Index to Fairy Tales, Boston Book Co.
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System of Phrenology, George Combe, pub. Marsh, Caken & Lyon, 1835.

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Williams Bookstores Co., Under the Old South Meeting House, Boston, Mass.

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Amstutz, N. S., Photoengraving, pub. Inland Printer.
Bird, Robert, Paul of Tauris.
Bourdillon, F. W., Ailes D'Alouette, pub. Robert Bros., 1892.
Bouve, Pauline C., Their Shadows Before.
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 Dictionary, Popular and Critical Bible Encyclopedia and Scriptural, Fallows, 3 vols.
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 Hegel's History of Philosophy, Haldane tr., 3 vols.
 Hegel's Phenomenology of Mind, Baillie tr., 2 vols., Mac., 1910.
 Hegel's Philosophy of Religion, Speirs trans., 3 vols.
 Houllevigue's The Evolution of the Sciences, in Eng. Hopkins, Albert, Magic.
 Hunters, Williams, Stiegel Glass, Houghton Mifflin, 1914.
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 Leibnitz, Philosophical Works, Duncan tr., 2nd edition, 1908.
 Lotze's Metaphysics, Bosanquet tr., 2 vols., 2nd ed., Oxford, 1884.
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 Philosophical Review, vols. 3-14, 4 nos. lacking.
 Psychological Bulletin, vols. 1-14; vol. 5 missing except 3 and 12; vol. 12 lacks no. 5.
 Journal of Philosophy, Psychology and Scientific Method, vols. 1-4, several nos. missing, 17 extra nos.
 Smith Bros., 470 13th St., Oakland, Cal.
 American Catalogue of books compiled by Lynds E. Jones, under direction of Leopoldt, July 1, 1876, pub. by A. C. Armstrong & Son in 1881. Subjects.
 American Catalogue compiled under R. R. Bowker, 1890-1895, pub. by Publishers' Weekly in 1896, Author and Title.
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 G. T. Stanton, 822 Common St., New Orleans, La.
 Mudford, William, Historical Account of the Campaign in the Netherlands, in 1815, map and colored plates by Cruikshank and Rouse, small tear in map in fold near insertion, royal 4to, contemporary half morocco, good copy, London, 1817. Price \$135.
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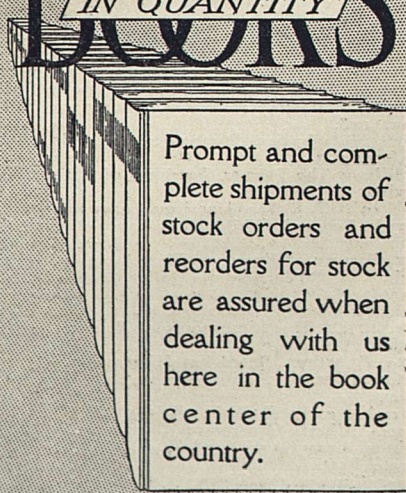
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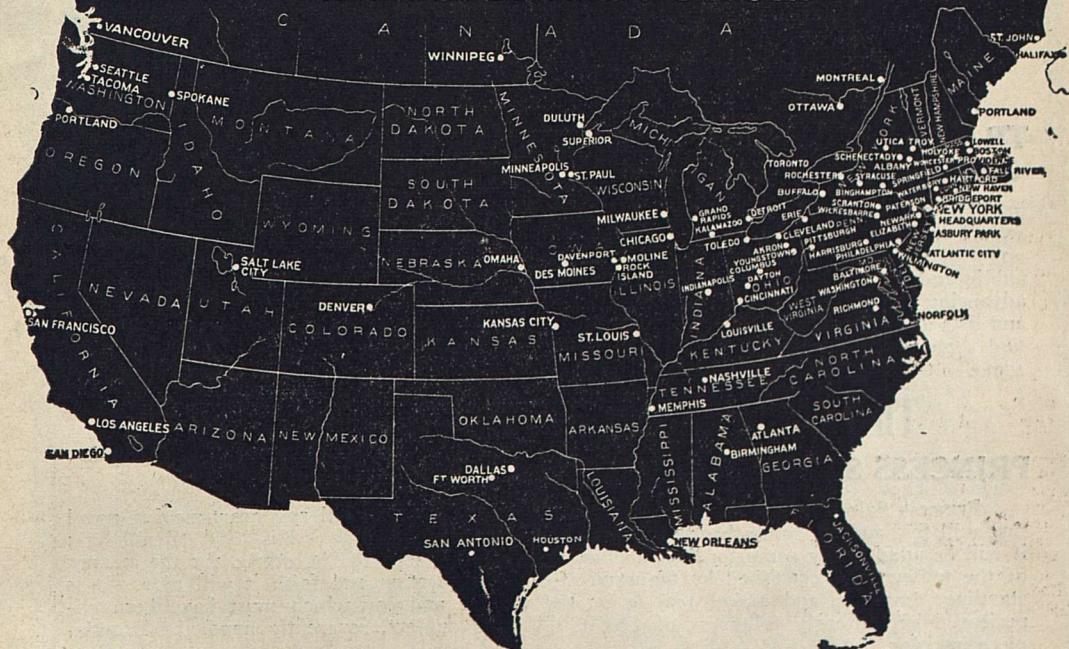
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